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Enterprise Inbox Placement Optimization Checklist

A practical checklist for marketing ops teams managing enterprise inbox placement at scale.

This Maropost resource supports **enterprise email marketing** teams running enterprise inbox placement. Use it to assign owners, run QA gates, and document outcomes across campaigns, journeys, and deliverability — built for high-volume senders and multi-brand email programs.

Enterprise email marketing resource · maropost.com

What this resource is for

A fill-in workbook for triage, metrics capture, and recovery tracking during a deliverability incident.

Complete the worksheets below with your team. For full strategy, context, and benchmarks, read the companion article on maropost.com.

When to use this resource

Trigger	Use this workbook when...
Metric shift	Bounce, complaint, or placement metrics moved materially
Recent change	Import, domain, IP, or major campaign preceded the issue
Executive ask	Leadership needs owners, dates, and a documented plan
Ramp event	Rebuilding volume after pause or blocklist

Worksheet 1: Measure inbox placement accurately (Metric)

Metric	What it measures	What it does NOT measure	Owner	Status	Notes
Delivery rate	Accepted by receiving MTA	Primary inbox vs. spam			

Metric	What it measures	What it does NOT measure	Owner	Status	Notes
Open rate	Engagement / tracking	Inbox placement (MPP skew)			
Seed placement	Inbox/spam/missing proxy	Your full file composition			
Postmaster spam rate	Gmail user spam reports	Yahoo/Microsoft directly			

Worksheet 2: Measure inbox placement accurately (Inbox (primary), message in main i

#	Action	Owner	Target date	Status	Notes
1	Inbox (primary), message in main inbox (excludes Promotions tab on Gmail unless you track separately)				
2	Spam, junk folder placement				
3	Missing, not delivered or delayed beyond window				

Worksheet 3: Measure inbox placement accurately (Period)

Period	Activity	Owner	Status	Notes
Daily (during incident)	Seeds, Postmaster, complaint rate, hard bounces			
Weekly (steady state)	ISP-segmented placement summary, top campaigns by complaint			
Monthly	Trend vs. baseline; cohort engagement decay			
Quarterly	Auth audit, list source review, infrastructure review			

Worksheet 4: Measure inbox placement accurately (If this dropped...)

If this dropped...	Check first...	Often mistaken for...	Owner	Status	Notes
Seed inbox %	Auth, complaints, reputation	Creative fatigue			
Delivery rate	Bounces, blocklists, deferrals	Placement issue			
Open rate only	MPP, tracking, subject lines	Placement issue			

If this dropped...	Check first...	Often mistaken for...	Owner	Status	Notes
Gmail Promotions tab ↑	Content/list type, engagement	Spam folder issue			

Stakeholder alignment

Stakeholder	Focus	Named contact
Marketing ops	Execution, QA, reporting	
IT / Security	Integrations, auth, data	
Program owner	Sign-off, executive updates	

Program sign-off

Role	Name	Date
Marketing Ops Lead		
Technical owner		
Program Owner		

Complete criteria

Criterion	Met? (Y/N)
Worksheets completed with owners	
Stakeholder sign-off recorded	
Archived in ops wiki	

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About Maropost

Maropost is a **global** customer engagement platform trusted by enterprise brands worldwide, with teams across the **United States, Canada, Australia**, and beyond. This resource focuses on **enterprise email marketing**: campaigns, lifecycle automation, deliverability, and revenue attribution, powered by Maropost **Marketing Cloud**, which serves high-volume senders worldwide. Explore the full platform at maropost.com.

Maropost platform (global product suite):

Marketing Cloud: email, SMS, journeys, segmentation, and analytics for enterprise teams worldwide

Commerce Cloud: ecommerce storefronts, inventory, and order management at scale

Retail Cloud: unified retail operations, POS, and omnichannel commerce

Merchandising Cloud: product data, catalog, and merchandising workflows at scale

Service Cloud: customer service, sales, and marketing connected in one experience

Da Vinci: AI-driven insights and personalization across the Maropost platform

Maropost strengthened its global commerce footprint through the acquisitions of **Neto** and **Retail Express**, adding proven ecommerce and retail capabilities for enterprise brands worldwide, alongside email and marketing programs.

Neto: acquired ecommerce platform for online storefronts, inventory, and order management; now part of Maropost Commerce Cloud

Retail Express: acquired retail operations and POS platform for omnichannel commerce; now part of Maropost Retail Cloud

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