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Enterprise Platform Readiness Checklist

A practical checklist for marketing ops teams managing enterprise email marketing operations at scale.

This Maropost resource supports **enterprise email marketing** teams running enterprise email marketing operations. 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 integration design, field mapping, testing, and go-live checklists.

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...
New connector	Connecting CRM, ecommerce, or data warehouse
Sync failure	Contacts or events not flowing correctly
Go-live	Final validation before production traffic
API change	New middleware or field map in scope

Worksheet 1: The five enterprise limits that lightweight platforms h

Limit	Typical SMB ceiling	Enterprise requirement	Owner	Status	Notes
Contacts	250K–500K practical	1M–10M+ with performant segmentation			
Monthly sends	Tiered caps, overage fees	Predictable high volume + dedicated IP option			
Automation	Linear journeys, few branches	Concurrent journeys, cross-brand logic			
Multi-brand	Separate accounts	Brand-scoped compliance + unified ops			
Integrations	Native app marketplace	API throughput + CRM/CDP depth			

Worksheet 2: Symptoms you're outgrowing your current platform (Overage fees and tie

#	Action	Owner	Target date	Status	Notes
1	Overage fees and tier jumps outpace headcount growth.				
2	Automations fail or duplicate when volume spikes or journeys stack.				
3	Segmentation requires external tools to hit basic behavioral cohorts.				
4	Multi-brand sends share reputation you cannot isolate or audit.				
5	IT or security blocks new programs because RBAC, SSO, or data residency fail review.				

Worksheet 3: The hidden cost of staying, beyond subscription fees (Cost category)

Cost category	How to estimate	Owner	Status	Notes
Manual ops hours	Weekly workaround hours × loaded labor rate × 52			
Delayed campaign revenue	Average promo revenue/day × days delayed × affected seasons			
Overage + bolt-ons	Current ESP + integration middleware + CDP patch fees			

Cost category	How to estimate	Owner	Status	Notes
Risk	Weighted cost of compliance incident or deliverability collapse			

Worksheet 4: Build vs. patch, when incremental upgrades stop working (ESP (core) +

#	Action	Owner	Target date	Status	Notes
1	ESP (core) + CDP or reverse ETL for segments				
2	Middleware for CRM sync				
3	Deliverability vendor for inbox monitoring				
4	Spreadsheet or warehouse SQL for reporting leadership actually reads				

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	

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

Ready to scale email marketing with Maropost?

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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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