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Enterprise Sender Reputation Recovery Playbook

A practical checklist for marketing ops teams managing sender reputation and email deliverability at scale.

This Maropost resource supports **enterprise email marketing** teams running sender reputation and email deliverability. 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: Diagnose what degraded, domain vs. IP vs. both (Signal pattern)

Signal pattern	Likely degraded asset	First move	Owner	Status	Notes
Postmaster domain rep down; SNDS IP clean	Domain / content / list	Pause marketing on that domain; auth audit			
SNDS IP red; Postmaster mixed	IP (+ possibly domain)	Reduce volume; consider dedicated IP path			
Blocklist hit	IP or domain listed	Delist + stabilize before ramp			
One ISP only	ISP-specific filtering	ISP-segmented metrics + seed tests			

Worksheet 2: Diagnose what degraded, domain vs. IP vs. both (Phase 1: daily seeds t

#	Action	Owner	Target date	Status	Notes
1	Phase 1: daily seeds to affected ISPs until stabilization metrics hold				
2	Phase 2: seeds before each weekly ramp step; abort ramp if placement regresses				
3	Phase 3: weekly seeds at steady state; daily during peak seasons				

Worksheet 3: Identify root causes before you rebuild (Question)

Question	Finding	Owner	Status	Notes
What changed in the 14 days before decline?				
Which ISP turned first?				
Top complaint campaigns?				
Auth pass rate all domains?				
New list sources?				

Worksheet 4: Phase 1, Stabilize (Define engaged cohort: opened or clicked)

#	Action	Owner	Target date	Status	Notes
1	Define engaged cohort: opened or clicked in last 30–60 days, purchased recently, or explicit high-intent signup				
2	Cut daily volume 50–80% vs. pre-incident baseline until metrics stabilize				
3	Single consistent cadence beats erratic bursts during recovery				

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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