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## Spam Filtering Recovery 30-Day Plan

A practical checklist for marketing ops teams managing spam filtering and email placement recovery at scale.

This Maropost resource supports **enterprise email marketing** teams running spam filtering and email placement recovery. 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](https://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](https://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: Confirm spam filtering vs. other deliverability issues (Symptom)

Symptom	Likely issue	First playbook	Owner	Status	Notes
High spam seeds, delivery OK	Spam filtering	This guide			

Symptom	Likely issue	First playbook	Owner	Status	Notes
Hard bounces, SMTP block text	Blocklist / reputation block	Blacklist / reputation			
Opens down, delivery OK, seeds inbox	Tracking / engagement	Engagement measurement			
Missing seeds, deferrals	Throttling / infra	ESP + volume			

## Worksheet 2: Confirm spam filtering vs. other deliverability issues (Search intent)

Search intent	Who	What they need	This guide?	Owner	Status	Notes
"Not spam" in Gmail	Individual recipient	Mark sender safe, add to contacts	No			
Emails going to spam fix	Small business sender	Basic auth + list tips	Partially			
Enterprise spam filtering recovery	Bulk sender / marketing ops	Diagnostic + 30-day ramp	Yes			

## Worksheet 3: Confirm spam filtering vs. other deliverability issues (Period)

Period	Activity	Owner	Status	Notes
Daily (week 1)	Seeds on Gmail/Yahoo/Microsoft; Postmaster spam rate; complaint rate by campaign			
Daily (week 2-3)	Same + cohort expansion gates			
Weekly (steady recovery)	ISP-segmented placement summary; top complaint drivers			
Monthly	Trend vs. 90-day baseline; sunset policy review			

## Worksheet 4: Quick wins, authentication and list hygiene (Action)

Action	Owner	Done when	Status	Notes
Live header auth check (SPF/DKIM/DMARC pass + align)	IT + deliverability	All sending domains green		

Action	Owner	Done when	Status	Notes
Hard bounce global suppression	Ops	Zero resends to hard bounces		
Suppress 120–180 day non-engagers on promo	Campaign + ops	Segment removed from next send		
Pause win-back / new imports / affiliate feeds	Campaign manager	Sends cancelled or deferred		
Audit top 5 campaigns by complaint rate	Deliverability	List of paused templates		

## 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](https://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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