

CHECKLIST

Email deliverability checklist

Keep B2B campaigns out of spam

Email lands in spam when the sender cannot be verified, recipients do not want the message, or the sending pattern looks like spam. Work through this before every campaign.

Owner

Start date

Review date

1. Authentication

- ☐ SPF record lists every server that sends for your domain.
- ☐ DKIM signing is on for each sending platform.
- ☐ DMARC record published (start at p=none, then move to quarantine and reject).
- ☐ SPF or DKIM aligns with the From domain.
- ☐ Reverse DNS and TLS are in place.

2. Domains and warmup

- ☐ Cold outreach runs on separate, related domains, never the main domain.
- ☐ New domains warm up for six to eight weeks, starting at 5 to 10 emails a day.
- ☐ Volume rises gradually: do not change content and volume together.
- ☐ Add domains for more volume rather than pushing one harder.

3. List

- ☐ No purchased or scraped lists.
- ☐ Addresses verified before the first send. Keep bounces far below 5%.
- ☐ Permission recorded for opted-in contacts: date, source, wording.
- ☐ Inactive contacts (about six months) retired or re-permissioned.
- ☐ Lists segmented by role, industry and stage.

4. Content and sending

- ☐ Real name and a consistent From address on a domain you own.
- ☐ One clear message, one link, plain formatting. No URL shorteners.
- ☐ Visible unsubscribe link and one-click unsubscribe header.
- ☐ Company name and physical address included.
- ☐ Test at Gmail, Outlook and Yahoo seed addresses before sending.

5. Monitor weekly

- ☐ Spam complaints under 0.10%: pause if you approach it.
- ☐ Hard bounce rate, domain reputation and inbox placement reviewed.
- ☐ Blocklists checked. Replies and opt-outs read.

6. The law

- ☐ US: CAN-SPAM rules for every commercial email, including B2B.
- ☐ EU and UK: legitimate interest assessment documented, or consent.
- ☐ Canada: express or implied consent.
- ☐ Honour opt-outs within two days. Take legal advice for your markets.

NUMBERS TO REMEMBER

Complaint rate under 0.10%, never 0.30% (Google and Yahoo).

Gmail, Yahoo and Microsoft expect SPF, DKIM and DMARC.

Warm a new domain for six to eight weeks.

Want a second pair of eyes? Book a free 30-minute pipeline review. We will look at your funnel and show you what we would change first. info@search-value.com | search-value.com/email-deliverability-guide