



Ultimate Deliverability Engine Checklist 2024

Body Email

- Use personalized and targeted content to improve engagement.
- Optimize images for fast loading times.
- Use Spintax to generate personalized cold emails for your leads.
- Check links for accuracy and avoid URL shorteners.
- Use merge tags and CSV columns to personalise your emails.
- Exclude common spam trigger words to prevent your emails from being flagged.

Technical Setup

- Implement double opt-in processes to ensure valid subscriptions.
- Monitor and manage the reputation of your sending IP addresses.
- Use dedicated IPs for high-volume senders to maintain control.
- Regularly clean and update your email list.
- Set up feedback loops with major ISPs.
- Implement SPF, DKIM, and DMARC to authenticate your emails and prevent phishing attempts.

Campaign Control

- Segment your audience based on behavior or preferences.
- Conduct A/B testing on various elements.
- Use insights from A/B testing to refine your future campaigns.
- Regularly monitor key metrics like open rates or CTR.
- Stay updated with email marketing regulations.
- Target specific segments with tailored content to improve relevance.

Warmup

- Gradually increase your email volume to avoid sudden spikes that may trigger spam filters.
- Monitor early campaign engagement and adjust strategies based on recipient responses.
- Establish a positive relationship with ISPs through consistent and reputable sending practices.
- Use reputation monitoring tools to track the health of your sending IPs and domains.