Sample Report

Email Marketing and Email Deliverability Audit

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1. Executive Summary

- Overview of findings
- Key recommendations (Covers both short and long-term recommendations)
- Summary of current email marketing and deliverability status

2. Analyze Your Current Email Strategy

- Review Goals: Evaluate whether your current email marketing goals align with your overall business objectives.
- Segmentation: Ensure that your email lists are properly segmented for targeted messaging.
- Content: Assess the quality and relevance of your email content. It should be valuable, engaging, and personalized.

3. Deliverability Metrics Analysis

Historical analysis of the below-given data to understand the patterns and key turning points. And to develop key performance indicators (KPIs) for future

- Open Rates: Measure how many recipients open your emails
- Click-Through Rates (CTR): Analyze the percentage of recipients who click on links within your email
- Conversion Rates: Track how many recipients take a desired action, such as making a purchase or signing up for a webinar
- Bounce Rates: Monitor the percentage of emails that were not delivered to the recipient's inbox
- Unsubscribe Rates: Keep an eye on the number of recipients opting out of your email list.
- Complaint rates
- Spam trap hits

4. Sender Reputation

Analysis of IP and domain reputation and how and when it changed

- Sender Reputation: Check your sender reputation score to ensure your emails are not being marked as spam
- List Hygiene: Regularly clean your email list to remove inactive or invalid addresses.
- IP address(s) reputation
- Domain reputation
- Blacklist status

5. Email Authentication

- SPF (Sender Policy Framework) configuration
- DKIM (DomainKeys Identified Mail) set up
- DMARC (Domain-based Message Authentication, Reporting & Conformance) policy

6. Historical Content and Design Review

- Subject Lines: Evaluate the effectiveness of your subject lines. They should be compelling and relevant.
- Preheader Text: Ensure that the preheader text complements the subject line and entices recipients to open the email.
- Email Copy: Review the email body for clarity, relevance, and value. The content should be concise and actionable.
- Call-to-Action (CTA): Assess the effectiveness of your CTAs. They should be clear and encourage the desired action.
- Design: Check that the email design is visually appealing, mobile-friendly, and aligned with your brand guidelines.
- Spam trigger words
- Image-to-text ratio
- Mobile responsiveness
- HTML validation

7. Recipient Engagement

- Engagement segmentation
- Re-engagement campaigns
- Unsubscribe process

8. Infrastructure

- Delivery blockages / MTA or SMTP log analysis
- Email server configuration
- DNS settings
- Throttling and rate limits

9. Compliance and Privacy

- GDPR, CAN-SPAM, and other regulatory compliance
- Privacy policy and terms of service
- Data handling practices

10. Testing and Monitoring

- Seed list testing
- Inbox placement tests
- Ongoing monitoring tools and services

11. Recommendations

- Actionable steps for improvement
- Prioritized action plan
- A long-term strategy for maintaining deliverability

12. Appendices

- Detailed data analysis
- Technical configuration screenshots
- Additional resources and references