

# Email Deliverability Checklist for 2026



## List Acquisition & Data Quality

- Audit subscriber acquisition methods for quality and consent
- Eliminate purchased/rented emails
- Implement stricter data validation at point of collection
- Document and verify the source of all new subscribers

## Tracking & Measurement

- Track Monthly Active Subscribers
- Calculate baseline MAS and set monthly tracking cadence
- Track Unsubscribe-to-Open (UTO) rate as a health metric
- Set up complaint rate monitoring with 0.3% threshold alerts

## Sending Strategy

- Review send frequency and identify if you're under-sending
- Establish regular cadence and avoid gaps between campaigns
- Create calendar to ensure consistent subscriber touchpoints
- Test different frequencies to find optimal engagement

## Inactive/Low-Engagement Subscribers

- Segment subscribers by engagement level
- Create re-engagement strategy for 365-day to 2-year inactives
- Develop targeted campaigns for low-frequency segments
- Test subject lines and messaging for less-active subscribers

## Sunsetting Policy

- Review current sunsetting policy
- Extend inactivity window to 12 months, or ideally 24 months
- Calculate potential reach loss from current aggressive sunsetting
- Update suppression rules to avoid premature subscriber removal

## Reputation Monitoring

- Set up ongoing inbox placement monitoring, beyond open rates
- Track deliverability metrics across major email providers
- Monitor sender reputation scores
- Review behavioral signals (clicks, conversions) not just opens

## Complaint Management

- Verify complaint rate is below 0.3%
- Create a complaint spike response protocol
- Review segment criteria before sending to reduce mis-targeting
- Monitor complaint patterns by segment and campaign type

## Process & Governance

- Establish deliverability review as ongoing practice
- Schedule monthly deliverability health reviews
- Document practices and policies
- Create feedback loop between acquisition, engagement, and deliverability data

## WHAT TO DO FIRST...

- 1.** Calculate your current MAS and set up ongoing tracking
- 2.** Extend your sunsetting policy to 12-24 months
- 3.** Audit complaint rates and ensure you're below 0.3%

- 4.** Assess if you're under-sending to engaged subscribers
- 5.** Verify the quality of your current acquisition sources