

# EMAIL DELIVERABILITY AND REPUTATION CHECKLIST

Your email list could be one of your most valuable marketing assets, but it only works if your entire email process is handled with care. Use this checklist to see how your email procedures measure up to industry best practices.

## Email Authentication (Technical Setup)

- DKIM record is implemented and verified
- DMARC policy is published and monitored
- SPF record is set up and applied

## List Health

- Regularly clean and update lists
- Remove inactive contacts periodically
- Validate emails before importing

## Sender Reputation

- Monitor and take action to minimize bounces
- Avoid over-sending to unengaged lists
- Clean and validate all purchased or scraped lists

## Content Quality & Frequency

- Regularly segment and tailor message based on audience
- Use short-form content to drive traffic and engagement
- Have consistent send cadence

## FINANCIAL INDUSTRY EMAIL BENCHMARKS FOR **POSITIVE PERFORMANCE**:

Open Rate: **22%**

Click-Through Rate: **6.5%**

Hard Bounces: **<0.2%**

Unsubscribes/Spam: **<0.25%**

Talk to us at [www.gsm.marketing](http://www.gsm.marketing)  
or call **904.945.9411**

