

B2B Email Deliverability Checklist

Run this before launching or scaling any B2B email campaign. Print it, or copy it into your project tracker.

1. Confirm Your Sending Domains

List every domain/subdomain used for email — company domain, sales outreach domains, marketing subdomains, transactional, support, and tracking domains. Don't send from a domain you aren't prepared to monitor.

2. SPF

- One SPF record only — never two
- All legitimate sending tools included
- Old tools removed from the record
- 10 DNS lookup limit checked
- SPF passes in test emails

3. DKIM

- DKIM enabled for Google Workspace / Microsoft 365
- DKIM enabled for HubSpot or marketing platform
- DKIM enabled for sales engagement tools
- DKIM enabled for transactional tools
- 2048-bit keys used where supported
- DKIM passes in test emails

4. DMARC

- DMARC record published
- Start with p=none if monitoring first
- Aggregate report address included
- SPF or DKIM alignment confirmed
- Reports reviewed regularly
- Move toward stricter policy when ready

5. Gmail & Yahoo Requirements

- SPF or DKIM configured for all senders
- Spam complaint rate monitored — keep below 0.10%
- One-click unsubscribe for bulk sending
- Visible opt-out on marketing messages
- DNS records valid

6. List Verification

- Emails verified before sending
- Duplicates removed
- Role-based emails reviewed
- Unsubscribes suppressed
- Bounced contacts suppressed
- Negative replies suppressed when appropriate
- Old contacts revalidated

7. Email Content

- Clear sender identity
- Honest subject line — no fake "Re:" / "Fwd:"
- Short body copy for cold outreach
- Minimal links in cold email
- No heavy images for cold email
- One clear call to action

8. Sending Volume

- Start conservative from new inboxes
- Increase gradually — no sudden spikes
- Bounce rate monitored
- Complaint rate monitored
- Pause if reputation drops

9. Monitoring

- Google Postmaster Tools set up
- DMARC reports monitored
- Bounce rates tracked
- Complaint rates tracked
- Unsubscribe rates tracked
- Domain reputation reviewed weekly
- Problem campaigns paused quickly

10. Business Outcome Tracking

Inbox placement matters, but the goal is pipeline. Track: positive replies, meetings booked, meetings held, qualified opportunities, pipeline created, closed-won revenue, and lost reasons.

FAQs

What is B2B email deliverability?

Whether your business emails reach the inbox instead of being blocked, bounced, or sent to spam.

What is a good spam complaint rate?

Google recommends staying below 0.10% (avoid 0.30%+). Yahoo advises below 0.3%.

Can HubSpot help?

It manages campaigns, suppressions, unsubscribes, and reporting — but DNS authentication and list quality are managed separately.

Want this turned into a clean, working system?

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