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Is Your Email Program Health in Tip-Top Shape?

Email marketing has an average return on investment (ROI) of 36:1.* That's huge. But to maximize yours, you need a strong email program. Use this quick checklist to see if your email program is in tip-top shape—and what needs to be restored to perfect health.

- ☐ Consistent email engagement and deliverability
- ☐ Sender reputation score is good or above 90
- ☐ SPF, DKIM, and DMARC records are all correct
- ☐ Integrations and automations are running smoothly
- ☐ Automated email copy, images, and links work
- ☐ Re-engagement program remains effective
- ☐ Every email still looks great across email clients
- ☐ No problems with list health or data quality
- ☐ List acquisition sources work and are documented
- ☐ Your toolset or tech stack are also documented
- ☐ Well-resourced with the right team and tools
- ☐ Any new legal requirements are taken care of

Want the full diagnostic and treatments?

Check out our blog post with all the details:

litmus.com/email-program-health-checklist/

Make your marketing more effective than ever

Litmus is the all-in-one, easy-to-use set of solutions your team needs to create emails that convert and get more from your marketing. From pre-send testing to post-delivery data to high-performance insights, it's everything you need to cut through the clutter.

Learn more at litmus.com/why-litmus/

Litmus empowers you and your team with the tools and insights you need to ensure a consistently great brand experience for every subscriber, work more efficiently, accelerate campaign performance, reduce errors, and stay out of the spam folder.

*Source: Litmus 2020 State of Email, Fall Edition