

# Salesforce Deliverability CHECKLIST

Audit your setup before every campaign — and keep it healthy between sends.

For: Salesforce Admins · Marketing Managers · Email Ops  
Covers: Authentication · List Hygiene · Content · Reputation · Monitoring



## EMAIL AUTHENTICATION

- SPF record is published for your sending domain Critical
- DKIM signing is enabled — use 2048-bit keys minimum Critical
- DMARC policy is published — p=quarantine or p=reject preferred Critical
- From domain matches the envelope sender (no domain spoofing) Critical
- All DNS records have propagated and pass validation (verify via MXToolbox)



## SENDING REPUTATION

- Spam complaint rate is below 0.1% — above 0.3% triggers ISP throttling < 0.1%
- Hard bounce rate is below 2% — above 5% risks sending suspension < 2%
- Domain is not listed on Spamhaus, Barracuda, or SORBS blacklists Critical
- IP is not listed on any major blacklist — check after every campaign Critical
- Google Postmaster domain reputation shows Good or High



## SENDING DOMAIN & IP

- Sending domain is separate from your primary website domain
- Sending domain is at least 30 days old before high-volume sends
- Dedicated IP is in use for volumes above 100,000 emails per month
- Reverse DNS (PTR record) is configured for any dedicated IP
- IP warm-up schedule is active for any new IP — do not skip Critical



## EMAIL CONTENT

- Subject line avoids spam triggers: FREE, URGENT, !!!, ALL CAPS words
- HTML is clean — no broken tags, no JavaScript, no excessive nesting
- Text-to-image ratio is at least 60:40 — never send image-only emails
- Plain-text version is included and readable without HTML
- All links use your own domain — no third-party URL shorteners
- Unsubscribe link and physical address are present in the footer Critical



## LIST HYGIENE

- Reverse DNS (PTR record) is configured for any dedicated IP Critical
- Soft bounces suppressed after 3 or more consecutive failures
- Spam complainers removed from all future sends instantly Critical
- Unsubscribes are honoured and processed within 10 business days Critical
- No purchased, scraped, or rented contacts are in use Critical
- Inactive subscribers (6+ months no engagement) flagged for re-engagement



## ENGAGEMENT AND MONITORING

- Google Postmaster Tools is connected for real-time Gmail insights
- Open rate is above 15% — below this signals deliverability or list issues 15% +
- Re-engagement campaign sent to contacts inactive for 6+ months
- Sunset policy in place — suppress non-engagers after 12 months
- Sending logs reviewed in Salesforce after each campaign

### KEY THRESHOLDS AT A GLANCE:

Spam Complaint Rate	Hard Bounce Rate	Soft Bounce Rate	Open Rate	Unsubscribe Rate	DKIM Key Size	IP Warm-Up Period
< 0.1%	< 2%	< 5%	< 15%	< 0.5%	2048-bit	4-6 Wks

Unchecked Item

Critical Must not skip — directly impacts deliverability

< 2% Safe threshold for that metric

### STRUGGLING WITH INBOX PLACEMENT EVEN AFTER CHECKING EVERYTHING?

MassMailer gives you a dedicated sending IP, built-in bounce management, and real-time deliverability monitoring — all inside Salesforce.

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