Email Optimization Checklist

Audit, Refine, and Optimize
Your Email Marketing Program

Strong email marketing doesn't happen by accident. It's the result of deliberate testing, smart automation, and ongoing optimization. Use this checklist to evaluate how well your campaigns are performing and where to focus next.

#1 Deliverability & Technical Setup

SPF, DKIM, and DMARC are correctly configured

Sending domain is authenticated and consistent across systems

List sources are clean, opt-in only, and regularly scrubbed

Bounce rates stay under 2%

Spam complaints are under 0.1%

Unsubscribe process is simple and transparent

Email templates are responsive and load quickly across devices

#2 Segmentation & Audience Targeting

Contacts are grouped by persona, lifecycle stage, or behavior

Engagement-based lists separate active and inactive contacts

Re-engagement workflows are active for dormant subscribers

Segments are updated automatically via workflows or triggers

Campaigns are designed for specific goals (nurture, upsell, retention, etc.)

#3 Personalization & Content Quality

Content adapts to user behavior and lifecycle stage

Dynamic fields and smart content are used where relevant

Copy speaks to real customer challenges, not product features alone

Tone and visuals match brand personality

CTAs are clear, relevant, and measurable

Images are optimized for accessibility and fast loading

#4   4. Timing & Automation

Timing matters. Let behavior, not guesswork, drive your sends.

- Workflows are triggered by specific actions (form fill, page visit, deal stage)
- Send frequency is consistent but not excessive
- Time zones are respected for segmented audiences
- Welcome, nurture, and retention sequences are live and tested
- Automated pauses or transitions exist for leads who convert

#5   5. Testing & Optimization

Good programs evolve. Great ones are built on data.

- Subject lines, CTAs, and designs are tested regularly
- Reports track click-to-conversion ratios, not just opens
- Underperforming sends are analyzed and adjusted
- Trends are reviewed monthly to identify fatigue or opportunity
- Insights from one campaign inform the next

#6   6. Reporting & Continuous Improvement

Data only helps if you act on it.

- Key metrics (CTR, conversion rate, ROI) are tracked in one dashboard
- Performance is compared by segment and campaign type
- Automated reports are shared across marketing and sales teams
- Email results tie directly to revenue or lead outcomes
- Strategy reviews occur quarterly to recalibrate goals and tactics

If going through this checklist revealed a few gaps, you're not alone. Most teams have strong intentions and limited time, and that's exactly where we step in. Vonazon builds email programs that blend strategy, content, automation, and reporting into one cohesive engine.

We've supported thousands of organizations across various industries with campaigns that generate real revenue and hype. **If you want an email program that's predictable, scalable, and aligned with your growth goals, we're here to help you get there.**

TALK TO A VONAZON STRATEGIST