

This checklist is focused on what genuinely moves the needle. Items handled automatically by Apsis One, or not relevant to sender-side decisions, have been removed.

1

Authentication

- ☐ SPF record published and valid
- ☐ DKIM signing enabled (configured as part of Apsis One onboarding)
- ☐ DMARC policy published (minimum p=quarantine recommended)
- ☐ DMARC reports being monitored regularly
- ☐ BIMI implemented (if applicable and appropriate for your programme)
- ☐ Custom link tracking domain configured

2

List Quality and Hygiene

- ☐ Email validation at signup to catch typos
- ☐ Double opt-in implemented
- ☐ Hard bounces removed promptly (not necessarily on first occurrence, as occasional hard bounces can happen for temporary reasons)
- ☐ Soft bounces monitored and managed
- ☐ Inactive subscribers (6+ months) addressed
- ☐ Spam trap indicators reviewed
- ☐ List growth sources documented and legitimate
- ☐ Engagement trends monitored regularly
- ☐ Re-engagement campaigns active
- ☐ Sunset policies for unengaged subscribers
- ☐ Consistent sending cadence maintained (protects against recycled spam trap hits)

3

Reputation Monitoring

- ☐ Google Postmaster Tools configured and checked weekly
- ☐ Microsoft SNDS monitored
- ☐ Blacklist status checked regularly (Apsis monitors IP blacklists; domain reputation monitoring requires your own postmaster tool access)
- ☐ Bounce rate trends tracked
- ☐ Spam complaint rate below 0.1%
- ☐ Engagement metrics trending positively
- ☐ Domain reputation monitored separately from IP reputation

4

Content and Sending Practices

- ☐ Clear unsubscribe link in every email (handled automatically by Apsis One)
- ☐ Honest, accurate subject lines
- ☐ Reasonable image-to-text ratio
- ☐ Links use clear, branded domains (no URL shorteners)
- ☐ Sending volume consistent with no sudden spikes
- ☐ Personalisation implemented where appropriate

5

Compliance

- ☐ GDPR compliance verified for European recipients
- ☐ CASL compliance for Canadian recipients
- ☐ CAN-SPAM compliance for US recipients
- ☐ Consent documented and defensible
- ☐ Privacy policy published and accessible
- ☐ Unsubscribe requests honoured promptly

6

Advanced Optimisation

- ☐ Segmentation strategy active
- ☐ Preference centre available to subscribers
- ☐ Re-engagement campaigns running
- ☐ Testing programme in place (subject lines, content, timing)

Pro tip: Don't try to fix everything at once. Prioritise authentication first, then list hygiene, then reputation monitoring. And remember, if you're using Apsis One, much of the technical groundwork is already in place. Understanding these elements helps you make better strategic decisions, even when you're not configuring them yourself.