



The B2B Email Deliverability Checklist

Authentication

- ☐ SPF record published and passing for all sending sources
- ☐ DKIM signing enabled and verified
- ☐ DMARC policy set to at least "quarantine" (not just "none")

Blocklist and IP Reputation

- ☐ Sending IP/domain checked against major blocklists
- ☐ Dedicated vs. shared IP reputation confirmed
- ☐ Reverse DNS (PTR record) configured correctly

Sender Score

- ☐ Sender/reputation score checked within the last 30 days
- ☐ Score compared across Gmail, Outlook, and other major providers
- ☐ Google Postmaster Tools or Microsoft SNDS dashboard reviewed directly

Inbox Placement and List Hygiene

- ☐ Seed-list/inbox placement test run before a major send
- ☐ Email list verified and cleaned of dead or invalid addresses
- ☐ Content scanned for spam-trigger language or formatting before send

- Find out more about Purposeful Media Promotions from our website
- The guide to fixing the most common B2B email authentication mistakes