



The checklists

BFCM Deliverability Checklist

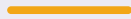


22 October 2025

Timeline of your goals

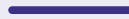
1

Prepare prior from
BFCM



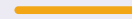
2

Monitor During sending
period



3

Troubleshoot deliverability
issues if they arise



4

Resume back to your
usual sending schedule

The checklist



Authentication & technical setup

List cleaning

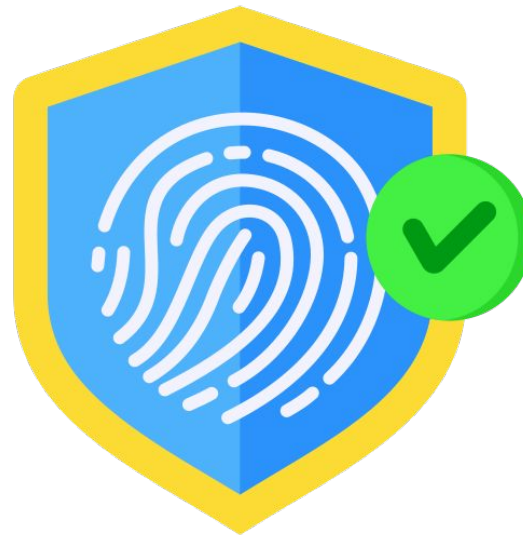
Segmentation

Tools and KPIs to monitor

Your basic recovery plan

Authentication

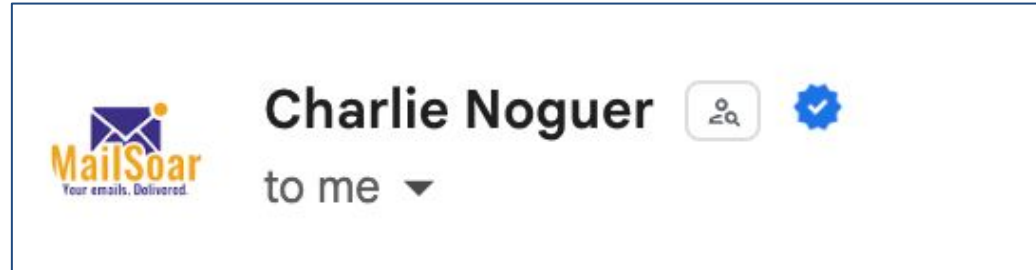
Test your email authentication prior from BCFM. Using tools like aboutmy.email can validate your setup.



Technical

Make sure your branding elements are consistent:

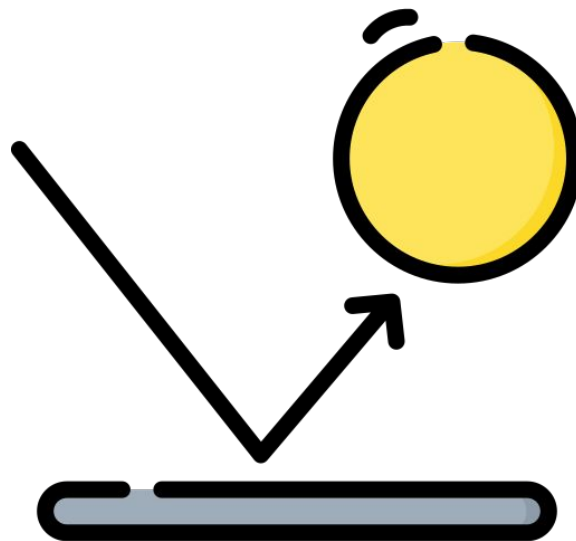
- Display Name
- From & Reply to
- BIMi if available



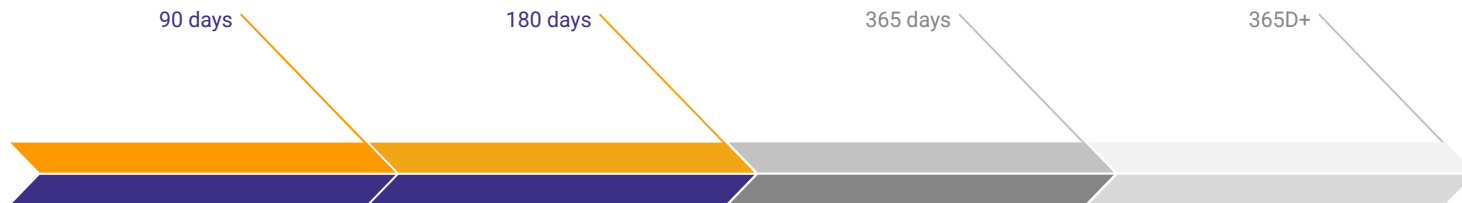
List Cleaning

Clean your list prior from BFCM

- Remove invalids from less frequently used segments
- Filter out spam traps or any toxic email addresses



Segmentation



90 days openers

Your top segment, containing your new subscribers and contact that opened in the last 90 days an email

180 days openers

Less engaged contacts, however, you can still mail them periodically.

365 days openers

This is a **re-engagement segment**. The goal of mailing to them should be to recover a few openers and clickers to add to your active segment

More than 365 days

This is the **riskiest cohort**, with little to no activity, and when someone engages, it's usually negative.

**the data is indicative and must be customized to each mailing program.*

Segmentation

Tier/Frequency	Daily	Weekly	Monthly	Quarterly	Slow Email Drip
90D openers	X	X			
180D openers		X	X		
365D openers			X	X	
365D+ openers				X	X

Editorial Calendar

90 days openers
180 days openers
365 days openers
Inactives

Oct.				Nov.				Dec.				Jan.			
W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
90 days openers															
	180		180		180	180	180	180	180	180	180	180	180		180
			365			365	365				365				365
								365+				365+			

The tools



Internal metrics

Google PostMaster

Email Verification Tool

Inbox Placement



Nice to have



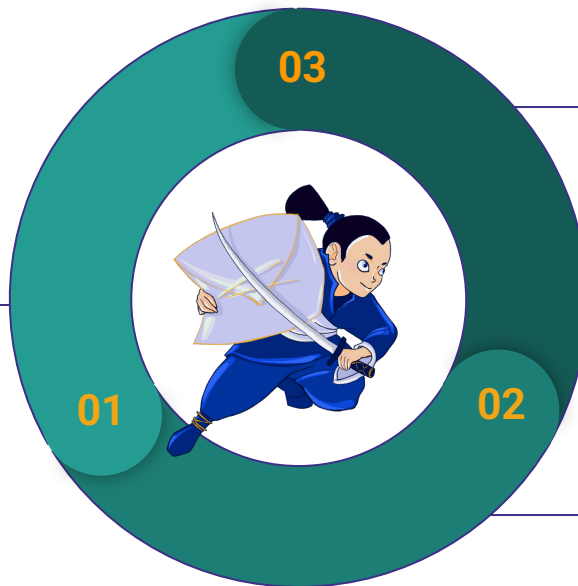
KPIs to monitor

KPI	Target Metric	Tool
Unique Open rate	> 35%	ESP
Bounce Rates	< 0.5%	ESP
IP & Domain reputation	High	GPT
Spam rates	< 0.3% average over the last 7 days	GPT
Volume variation	Below 50% from one day to the other	ESP
Inbox Placement	Inbox at Gmail, Yahoo, Outlook and Live	Bouncer

Your default recovery plan

Target stricter segments

Go as strict as necessary in your segmentation to achieve at least a 35% unique open rates on all of your major destinations



Adapt segmentation strategy

Based on the metric evolution, either tighten the segmentation or inversely open segments up to reach a wider audience. Again, your target metrics are simply high positive engagement

Monitor the evolution of your metrics

Look specifically at your negative engagement (spam & unsubscribe rates) and your positive engagement (unique open, per destination if your ESP provides)

Simple Checklist

List Cleaning	<i>Completed on all the targeted segments</i>
Authentication	<i>Verified</i>
Tracking Tools (Google Postmaster,...)	<i>Setup & monitored</i>
Audience	<i>Segmented based on recent openers</i>
Sending calendar	<i>Completed with the segments to target</i>
Recovery action	<i>Understood and ready to take quick action.</i>



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