

PRE-SEND EMAIL CHECKLIST

Client Information

Company /
Brand Name _____

Project _____

14 Things To Do Before You Hit Send

The Technical Foundation

- ☐ Is your sending domain authenticated?
- ☐ Have your sending IP and domain been properly warmed up?
- ☐ Are you suppressing disengaged subscribers?

Content & Creative

- ☐ Does your friendly form build trust?
- ☐ Is the subject line compelling and clear?
- ☐ Did you optimize the preheader text?
- ☐ Are your images optimized and tagged?
- ☐ Is your call-to-action (CTA) obvious and repeated?

List Hygiene & Sending Logic

- ☐ Are you sending to the right segment?
- ☐ Have you excluded unsubscribes, bounces and complainers?
- ☐ Did you test your dynamic content and conditional logic?

Final QA

- ☐ Did you proofread everything twice?
- ☐ Did you preview and test send on multiple devices?
- ☐ Did you click every link?

About InboxAlly

InboxAlly is a deliverability software platform built to help your emails land in the inbox, not the spam folder. Our tools include real-time warm-up, engagement signals, seed testing, deliverability diagnostics, and domain/IP reputation repair. All without needing to hand over direct access to your sending infrastructure.

Whether you're launching a new IP/domain, recovering from deliverability issues, or scaling a multi-sender program, InboxAlly gives you the infrastructure and insights to send with confidence and see measurable improvements in open rates, placement, and sender credibility.

[View our Plans and Pricing](#), including our free 10-day trial (no credit card required)