3 Tips to Ensure Deliverability During the Holiday Season
The Industry’s Leading Customer Engagement Platform
Listrak delivers results.
Ensure that your marketing messages are set up properly with passing SPF and DKIM.

- The earlier this is corrected, the better your sending reputation and deliverability.

Second priority: Set up DMARC.

- Helps prevent bad actors from abusing your domain in spoofed spam messages
- Requires that you have SPF or DKIM set up and passing for it to work properly
  - Note: DMARC record affects any/all messages tied to the domain that the DMARC is configured, so only set up if you can ensure correct implementation and monitoring
Tip 2:  
Plan and prepare audiences in advance

You want your holiday campaigns to reach as many potential customers as possible, but mailing to dormant contacts can hurt deliverability.

- If contacts that are no longer interested report your messages as spam, your reputation takes a hit

Don’t wait until the last minute – warm up dormant contacts in the weeks leading up to your major promotion.

- Start at least one month before you plan to send to the full list.
- Can create a dedicated re-engagement campaign or simply re-include in regular mailings.
- Send to ~10% of your dormant contact list at a time, cycling through until all have been touched at least once.
Tip 3: Avoid sending at peak times

Don’t send at the top of the hour or half-hour marks, especially between 8AM-12PM EST.

- You’ll get lost in the shuffle as consumers are bombarded with messages at these times.
- You also risk deliverability issues at peak times, when ISPs’ ability to accept incoming traffic can be overloaded.

Offset messages by plus or minus 10-15 minutes from the top of the hour.

- While not an exact science, this timing decreases the likelihood that your messages end up in a rate-limited and delayed state.