

Email marketing audit checklist

1**Plan your audit**

- Choose your audit
- Reach out to collaborators
- Find the right tools for the job
- Define your goals and KPIs
- Create a spreadsheet

2**Carry out your audit**

- Collect data from tools & team
- Populate your spreadsheet
- Compare metrics
- Reveal areas for improvement
- Reveal areas of success

3**Evaluate problem emails**

- Email displays well in the inbox
- How does the user experience the email content?
- Email renders correctly
- Email hits KPIs

4**Take action**

- Create a report
- Delegate improvements
- Test your changes