Inbox Ready: Email Setup Checklist

Quick reference to review your email setup in Simplero. Use this checklist after the workshop to check your domain verification, list health, and sending habits.

About Email Authentication
SPF, DKIM, and DMARC are the three records that help inbox providers trust your emails. They work together:

- **SPF:** shows which services can send for your domain
- **DKIM**: adds a signature confirming the email wasn't changed in transit
- **DMARC**: tells providers what to do if authentication fails.

Simplero will show you what records to add; you just need to put them in the right place.

Review Your Sending Domain

Settings > Email Settings

- ☐ **Confirm your sending domain is added in Simplero**
- ☐ **Check Verification Status of your domain**
  - ☐ Recheck for verification if you've recently added the records to your domain host
- ☐ **To add those records, you have two options:**
  - ☐ Copy records into your current DNS provider. To find where your current nameservers are you can check here.
  - ☐ Move nameservers to Simplero**:** copy any existing records over first, then update your nameservers at your registrar
    - ☐ Not sure where your nameservers point or who your registrar is? lookup.icann.org can help you find that

Tip: Adding records in the wrong DNS provider means they won't verify.

Review List Health

- ☐ **Review bounced contacts**
  - ☐ **Hard bounces:** likely invalid or misspelled addresses. Simplero stops sending to these automatically
  - ☐ **Soft bounces:** temporary issues (full inbox, timeout, etc.). 3 soft bounces become a hard bounce
  - ☐ **Archive vs delete:** archiving keeps the contact record and purchase history intact
- ☐ **Review unengaged contacts**
  - ☐ Check your unengaged contact settings and threshold in your account settings.

- [ ] **Check your list settings** to reduce low-quality signups
  Contacts > Lists > [Your List] > Configure
  - [ ] Review anti-bot settings: recommended to do either all or suspicious sign ups
  - [ ] Decide on double opt-in

Warm Up When Needed

- [ ] Start with your most engaged subscribers and send to a smaller group first
- [ ] Watch for bounces, clicks, replies, and spam complaints
- [ ] Expand gradually if things look healthy. Avoid sending to your full list right away

Before a Big Send or Launch

- [ ] Confirm sending domain is verified and DNS records are in the right place
- [ ] Review recent bounces and unengaged contacts
- [ ] Send to a warmer segment first if your list has been quiet

Helpful Tools

- [ ] **Google Postmaster:** monitor your domain reputation over time
- [ ] **Postmark:** weekly DMARC reports to confirm your records stay in alignment

A Few Sending Tips Worth Keeping in Mind

- [ ] Send on a rhythm people recognize. Try to avoid long gaps followed by sudden large sends.
- [ ] Keep emails focused with one clear next step and intentional links. Avoid overloading with too many images, links, or emojis.
- [ ] Use personalization (first name, etc.) to help make emails feel like they're meant for the person reading them.
- [ ] Ask a question or invite a reply. Clicks and replies are strong engagement signals.
- [ ] Ask subscribers to save your sending address and mark emails 'not spam' if needed.

Any questions along the way? Just reach out to support@simplero.com
*Note this is up to date to current UI and account options as of April 2026