

Holiday Deliverability Triage Guide

What to Do When Email Performance Dips During the Holidays

Even the nicest senders can hit a few lumps of coal in their holiday deliverability. Use this triage guide to troubleshoot, recover, and keep your campaigns shining bright all season long.



Pause Large Sends

Hit pause on large promotional blasts or cold-list sends to avoid potential damage to your reputation. Keep trusted automations (like welcome nurtures and triggers) running — these campaigns tend to perform well and keep your engagement metrics warm through the storm.



Check Authentication

Check SPF, DKIM, and DMARC alignment in your DNS. A recent change to your sending domain or IP could be causing soft bounces or failures. Make sure all records pass validation across major Mailbox Providers like Gmail, Outlook, and Yahoo.



Review Reputation

Use tools like Google Postmaster, Microsoft SNDS, and Yahoo Postmaster to review daily reputation scores and complaint rates. Look for sudden spikes. Pair this with your CRM data to spot complaint-heavy segments or unsubscribes.



Segment & Re-Engage

Focus on *hot* and *warm* contacts until your engagement rebounds. Rebuild trust by sending high-performing or plain-text campaigns to your most active readers. Skip the flashy graphics and over-the-top promos; instead, keep it clean, conversational, and human.



Ramp Volume Slowly

Deliverability recovery is a marathon, not a sleigh ride — steady wins the race. Once your metrics begin improving, increase your send volume gradually. Maintain consistency with timing and content quality to reinforce sender reliability.



Monitor Daily

Keep an eye on opens, clicks, bounces, and complaint rates every day until you see consistent recovery. Document your progress so you can quickly diagnose future issues.

