

# MONTHLY EMAIL MARKETING AUDIT

DATE COMPLETED:

## Audit Step #1 - List Health

### Check Subscribe Growth

Are we in a decline?

Are we maintaining a steady growth rate?

### Source The Growth or Decline

Is there a common denominator?

What is fueling this change?

### Segmentation

Is engagement steady or declining?

Should you segment further to help?

## STEPS TO TAKE

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## NOTES

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## Audit Step #2 - Automations

### Automation Triggers

- Are your automations triggering correctly?
- Are contacts getting stuck?
- Are automations in competition with one another?

### Optimizing Content

- Which emails are falling behind in performance?
- What is fueling this change?
- Does this automation need more testing?

## STEPS TO TAKE

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## NOTES

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## Audit Step #3 - A/B Testing

### Review All Current Tests

- How long has this test been running?
- Do you have a clear winner?
- Did your test focus on a single change to test?

### Keep or Kill?

- Should you mark one of your tests as the clear winner?
- Analyze why contacts are drawn to your winner
- Should you start on another test?

## STEPS TO TAKE

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## NOTES

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## Audit Step #4 - Metrics

Export Your Data

Implement Based Off Data

Outline the summary from your data  
How can that fuel next month's emails?

Review For Strategy

Who are the clear winners in Open Rate or  
Click Through?  
Analyze why some emails 'failed'?  
Summarize your takeaways

## STEPS TO TAKE

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## NOTES

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## Audit Step #5 - Fresh Eyes

### Input Your Email

Where can contacts enter the system from?

What flows triggered?

What emails did you receive?

Should you make changes based on what you received as a new contact?

## STEPS TO TAKE

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## NOTES

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