

Apollo's Strong Sender Reputation Checklist



Set Yourself Up To Look Like A Legitimate Business Sender

- Set up [SPF](#), [DKIM](#), and [DMARC](#) records for your domain
 - Check your setup by clicking "[Run diagnostics](#)" in the Engage tab of Apollo
- Set up (and authenticate) subdomains and non-primary domains in case of deliverability disruptions and to "fence" off different types of emails (sales, marketing, transactional)
 - Don't start sending until a domain/subdomain has been around at least 30 days and properly warmed
- Use an email warmup service — like [Apollo's Mailbox Warmup](#) — to warm up inboxes on new domains and subdomains
- Only add [verified email addresses](#) to sequences
 - To be extra careful, [only add leads who were last updated in Apollo within 3 months](#)
 - [Avoid adding contacts to multiple sequences](#)
- Don't use public link shorteners like bit.ly or link to files in Google Drive
- Make your email signature information-rich (full name, title, company address) without images or HTML
- Set daily and hourly [sending limits](#) and a minimum delay between sends of 60 seconds or more
- Leverage multiple inboxes (ideally across multiple domains / subdomains) by [linking additional mailboxes to Apollo](#) and using [mailbox rotation](#) — as long as you're acting like a legitimate business sender

Repair Damaged Deliverability

- Stop using the damaged domain and warm until health is restored (weeks to months)
- Rotate in a ready domain (should be properly aged and warmed)
 - If you don't have one, set up and warm additional subdomains / domains
- Use alternate methods of outreach during recovery, including [calling](#) and [LinkedIn](#)
- Reconfigure your setup to look like a legitimate business sender (above) and [continually monitor your domain reputation](#)
- Scale up slowly (~25 additional sends per day), starting with your most receptive audiences (e.g., personal contacts, only engaged prospects —using [engagement activity filters](#))

For professional help with your deliverability for outbound, contact Apollo partner [Senders](#).
For more tips, download [Apollo's Cold Email Deliverability Checklist](#).