

The Email Campaign Audit 2026

Score your email campaigns across 5 critical dimensions. Find out if your emails are reaching the inbox, engaging the right audience, and actually driving revenue.

List Quality &
Data Foundation

Email Deliverability

Campaign Setup
& Targeting

Engagement
& Content

ROI &
Revenue Attribution



WHY EMAIL CAMPAIGNS FAIL

Your Emails Are Being Sent. Not Seen.

B2B email remains the highest ROI channel in marketing — returning \$36 for every \$1 spent. Yet most teams are leaving that return on the table. The problem is almost never the copy. It is the foundation: bad data, poor deliverability, weak segmentation, and zero attribution.

Campaigns that look active on the surface — high send volumes, automated sequences, fancy templates — are quietly failing when the data underneath them is broken.

THE REAL NUMBERS

The average B2B email open rate is just **21.3%** — but teams with verified, segmented lists achieve **38–45% open rates**. The gap is not better subject lines. It is better data and smarter targeting.

WHERE B2B EMAIL CAMPAIGNS BREAK DOWN

Emails landing in spam / promotions tab



Lists with 20%+ invalid or outdated emails



Campaigns sent with no ICP



Teams with no email revenue attribution



HOW TO USE THIS AUDIT

Score Each Question 0 to 2

This audit evaluates your email campaign program across 5 dimensions with 4 questions each — 20 questions total. Score honestly. Every 0 is a revenue leak you can fix.

0

REVENUE LEAK

This is missing or broken and actively damaging your campaign performance.

1

PARTIAL SETUP

Exists but inconsistent. Creating blind spots and missed opportunities.

2

FULLY ACTIVE

Fully implemented and actively powering campaign performance.

5 AUDIT DIMENSIONS

List Quality & Data

Is your list clean and verified?

Campaign Setup

Are campaigns targeted correctly?

ROI & Attribution

Is email driving revenue?

1

2

3

4

5

Deliverability

Are emails reaching the inbox?

Engagement & Content

Are people opening and clicking?

SCORE INTERPRETATION

0 – 12

Critical Risk

Campaigns actively losing money

13 – 24

Partial Engine

Working but leaving ROI behind

25 – 40

Revenue Machine

Email is a top revenue channel

DIMENSION 01

List Quality & Data Foundation

Every email campaign is only as strong as the list behind it. Sending to unverified, stale, or poorly segmented contacts wastes budget, destroys sender reputation, and generates zero pipeline. A clean, targeted list of 5,000 outperforms a dirty list of 50,000 every single time.

THE LIST QUALITY GAP

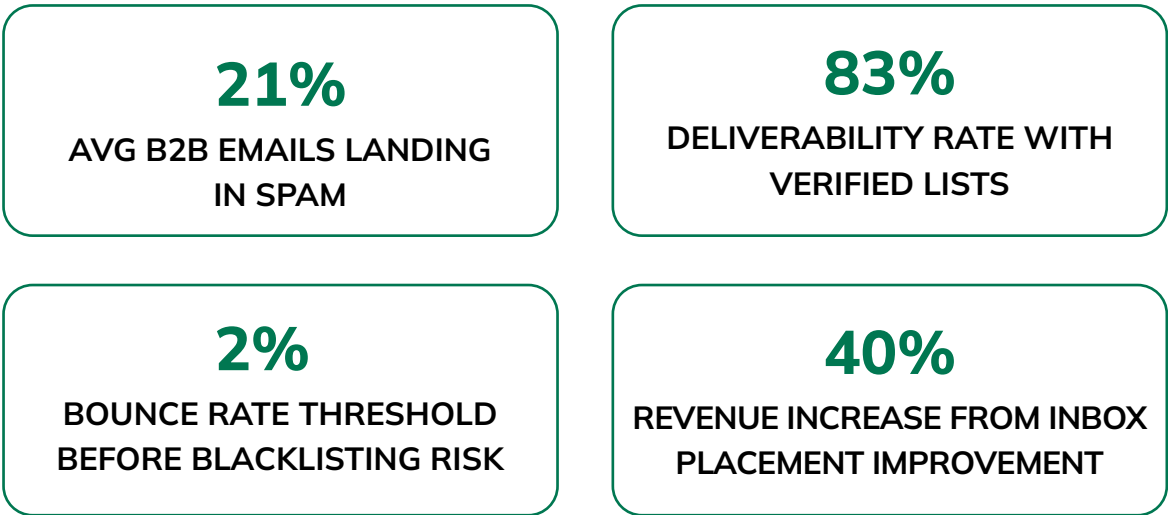
Research shows that **B2B email lists decay at 22–30% per year**. A list built 18 months ago without re-verification has potentially lost a third of its deliverable contacts — while your team keeps mailing into the void.

Audit Point	Question	Business Impact	Score
Email Verification	Are all emails verified and bounce-tested before sending?	Bounce rates above 2% trigger spam filters and damage sender score permanently	0–2
ICP Alignment	Does your list match your Ideal Customer Profile by industry, role, and company size?	Non-ICP contacts inflate list size while dragging down every engagement metric	0–2
Opt-In & Consent	Are contacts GDPR/CAN-SPAM compliant with clear opt-in records?	Non-compliant lists expose companies to fines and instant blacklisting	0–2
List Freshness	Has your list been re-verified or refreshed in the last 6 months?	Stale lists create phantom metrics — opens from invalid addresses, false positives	0–2

DIMENSION 02

Email Deliverability

You can write the perfect email and it will generate zero results if it never reaches the inbox. Deliverability is the invisible multiplier — it determines whether your campaigns land in primary, promotions, spam, or nowhere at all.



Audit Point	Question	Business Impact	Score
SPF / DKIM / DMARC	Are email authentication records fully configured and verified?	Missing auth records cause Gmail and Outlook to flag emails as suspicious	0–2
Sender Reputation	Is your sending domain and IP reputation actively monitored?	A damaged sender score can take months to recover and kills all campaigns in the meantime	0–2
Bounce Management	Are hard bounces immediately suppressed and soft bounces tracked?	Repeated sends to bounced addresses signal to ISPs that you are a spammer	0–2
Inbox Placement Testing	Do you test inbox placement before major campaign sends?	Without testing, you only discover deliverability problems after revenue is lost	0–2

DIMENSION 03

Campaign Setup & Targeting

The best-written email sent to the wrong person at the wrong time generates nothing. Campaign setup is where data quality meets execution strategy — segmentation, timing, personalization tokens, and sequence logic all determine whether a campaign converts or gets ignored.

SEGMENTATION IMPACT

Segmented email campaigns drive **760% more revenue** than blast campaigns according to Campaign Monitor. Yet 54% of B2B teams still send the same email to their entire list because their data does not support deeper segmentation.

Audit Point	Question	Business Impact	Score
Audience Segmentation	Are campaigns segmented by industry, role, company size, or behavior?	Unsegmented campaigns generate low engagement and high unsubscribe rates	0–2
Personalization Depth	Do emails go beyond first name — including company, role, pain point, or industry?	Deep personalization increases reply rates by up to 300% vs generic outreach	0–2
Send Time Optimization	Are emails sent based on recipient timezone and optimal engagement windows?	Wrong send times can reduce open rates by 30–50% even with a perfect list	0–2
Sequence Logic	Are follow-up sequences triggered by behavior (opens, clicks, no-response)?	Behavior-triggered sequences convert 3x better than time-based follow-ups	0–2

DIMENSION 04

Engagement & Content

Deliverability gets emails to the inbox. Content is what gets them opened, read, and acted upon. In B2B email, engagement is not just a vanity metric — it is the primary signal that ISPs use to decide whether your future emails deserve inbox placement.

CONTENT + DATA WORKING TOGETHER

The highest-performing B2B email campaigns combine **verified, segmented lists** with **behavior-triggered content**. Neither works alone. Great content on a bad list gets zero results. A perfect list with generic content performs equally poorly.

Audit Point	Question	Business Impact	Score
Subject Line Testing	Are subject lines A/B tested with statistically significant samples?	Subject line optimization alone can lift open rates by 15–25% with no other changes	0–2
CTA Clarity	Does every email have one clear, specific call-to-action — not multiple competing links?	Multiple CTAs reduce click-through rate by up to 42% due to decision paralysis	0–2
Mobile Optimization	Are all emails tested and optimized for mobile rendering?	Over 60% of B2B emails are opened on mobile — poor mobile UX kills engagement instantly	0–2
Re-engagement Strategy	Is there an active win-back sequence for contacts who stop engaging?	Mailing disengaged contacts damages sender score — re-engagement or suppression is essential	0–2

DIMENSION 05

ROI & Revenue Attribution

Most email programs can tell you how many emails were opened. Very few can tell you how much revenue those opens generated. Without proper attribution, you cannot defend email budget, optimize spend, or identify which campaigns and list segments drive the most pipeline.

THE ATTRIBUTION PROBLEM

71% of B2B marketing teams cannot accurately attribute closed revenue to specific email campaigns. They know email works in general but cannot prove which list, segment, or sequence is responsible for which deals — making budget decisions a guessing game.

Audit Point	Question	Business Impact	Score
UTM Tracking	Are all email links tagged with UTM parameters for campaign-level tracking?	Without UTMs, email traffic in GA appears as direct and revenue cannot be attributed	0–2
Pipeline Attribution	Can you trace which email campaigns influenced open pipeline deals?	Attribution gaps lead to cutting high-performing campaigns because ROI is invisible	0–2
Revenue Benchmarks	Do you track cost-per-MQL and cost-per-closed-deal from email specifically?	Without benchmarks you cannot optimize list spend or justify enrichment investment	0–2
Segment Performance	Do you know which list segments, industries, or personas convert at the highest rate?	Segment-level ROI data tells you exactly where to invest in data acquisition next	0–2

INTERPRETING YOUR SCORE

What Your Email Score Really Means

Add up your scores across all 20 questions. Your total (0–40) tells you exactly where your email program stands as a revenue engine — and which dimension to fix first for the fastest ROI impact.

INDUSTRY BENCHMARK

Across B2B marketing teams we have worked with, **fewer than 12% score above 28**. The most common failure points are list freshness (Dimension 1) and revenue attribution (Dimension 5) — both directly solved by a verified, enriched data foundation.

Score	Status	What It Means	First Action
0–12	Critical Risk	Email campaigns are actively wasting budget and potentially damaging your sender reputation	Pause campaigns. Fix list quality and deliverability before sending again.
13–24	Partial Engine	Campaigns are running but leaving 40–60% of potential ROI on the table due to fixable gaps	Identify your two lowest-scoring dimensions and build a 60-day fix plan.
25–40	Revenue Machine	Email is a top-performing revenue channel. Focus on intent data and predictive targeting.	Layer in technographic and intent signals to advance to precision email programs.

NEXT STEP

If Your Score Revealed Gaps, the Fix Starts With Your List.

Every dimension in this audit — deliverability, segmentation, personalization, attribution — depends on one thing: a verified, enriched, ICP-matched email list. That is exactly what Span Global provides.

Get Your Free Email List Sample — See the Data Quality Difference

Request a free sample list tailored to your exact ICP — by industry, role, company size, geography, and technology stack. No credit card. No commitment. Just clean, verified data so you can see the quality before you buy.



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with <2% bounce
guarantee



ICP-matched contacts
by role, industry, and
firmographics



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data included where
available



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