

AI INBOX

READINESS CHECKLIST



A SELF-AUDIT TO SEE WHETHER YOUR EMAILS ARE BUILT FOR VISIBILITY, NOT JUST DELIVERY.



Email success is no longer just about landing in the inbox. Gmail helps users filter, sort, and prioritize messages based on relevance, behavior, and engagement.

This checklist helps you spot where your current strategy may be losing attention before it costs you clicks, replies, and pipeline movement.

“Delivered does not mean seen”



What This Checklist Helps You Assess

If your emails are getting delivered but results feel softer than they should, the problem may not be deliverability alone. It may be visibility.

Gmail helps users process crowded inboxes faster by organizing messages based on what seems most relevant and useful in the moment. That means even delivered emails can be overlooked if they don't feel timely, specific, or worth engaging with.

This checklist helps you assess four areas that shape email visibility:

- Visibility
- Relevance
- Message Quality
- System Health

Who This Is For

This checklist is designed for:

- Marketing leaders
- Demand generation teams
- CRM and marketing ops managers
- Founders running outbound or nurture email





How to Use This Checklist

For each question, select Yes or No based on your current email strategy.

Give yourself:

- 1 point for every Yes
- 0 points for every No

At the end, total your score and use the scoring guide to see where your biggest risks are.

This isn't a test of whether your emails are getting delivered. It's a way to assess whether your strategy is built to earn attention once your message gets there.

1. Visibility

Are your emails generating **enough interaction to keep earning attention?**

- Are subscribers clicking your emails consistently? **Yes** **No**
- Are you getting replies from your audience? **Yes** **No**
- Are your most engaged contacts receiving different treatment than inactive ones? **Yes** **No**
- Are follow-up emails tied to recent activity, not just a fixed schedule? **Yes** **No**



If most of your answers are No, your emails may be reaching the inbox without building the interaction patterns that help future messages stay visible.



2. Relevance

Does your content match **behavior, timing, and intent?**

- Are you segmenting based on recent engagement or activity? **Yes** **No**
- Are different audience groups getting different messages? **Yes** **No**
- Are your emails tied to a specific problem, action, or stage in the buyer journey? **Yes** **No**
- Are you avoiding sending the same message to your entire list? **Yes** **No**



If most of your answers are No, your emails may be too broad to feel timely or useful.

3. Message Quality

Would a real person want to **read, click, or reply?**

- Does the email sound like a person wrote it? **Yes** **No**
- Are you avoiding generic, padded, or overly promotional language? **Yes** **No**
- Is the message focused on one clear idea? **Yes** **No**
- Is there a believable reason for someone to reply or click? **Yes** **No**



If most of your answers are No, the issue may be the message itself, not just targeting or timing.

4. System Health

Is your CRM supporting **better targeting and follow-up?**

- Is your list regularly cleaned and verified? **Yes** **No**
- Do you have a clear way to separate engaged contacts from inactive ones? **Yes** **No**
- Are inactive contacts being removed, suppressed, or re-engaged intentionally? **Yes** **No**
- Are your email triggers based on behavior, not just time delays? **Yes** **No**



If most of your answers are No, weak data and loose automation may be making it harder for your emails to stay relevant.

Your Score

Give yourself 1 point for every Yes. Add up your answers from all four sections, then use the guide below to see what your score says about your current email visibility risk.

Visibility: __ / 4

Relevance: __ / 4

Message Quality: __ / 4

System Health: __ / 4

My total score: __ / 16

Scoring Guide:



13–16 YES | STRONG POSITION:

Your email strategy is aligned with how inbox visibility works now. Keep refining segmentation, timing, and message quality so engagement stays strong.

9–12 YES | MIXED SIGNALS:

Some parts of your strategy support visibility, but weak points may be dragging down performance. Focus first on the section where you answered No most often.

5–8 YES | VISIBILITY RISK:

Your emails may be getting delivered without earning enough relevance or interaction to stay visible. This is usually where performance starts to feel inconsistent.

0–4 YES | HIGH RISK:

Your strategy is likely still built around delivery, not visibility. Start by fixing segmentation, message relevance, and CRM hygiene before increasing send volume.

Where to Focus First

Use your lowest-scoring section to decide what to fix first.

If Visibility scored lowest

Work on engagement first. Review who you are sending to, how often you are sending, and whether your emails give people a reason to click or reply.

If Relevance scored lowest

Tighten segmentation. Match emails to recent actions, buying stage, and real interest instead of sending broad campaigns to large groups.

If Message Quality scored lowest

Rewrite for clarity and usefulness. Get to the point faster, focus on one idea, and make the next step obvious.

If System Health scored lowest

Clean the list, separate engaged from inactive contacts, and make sure your triggers reflect behavior instead of arbitrary delays.

What This Checklist Is Really Telling You

If your email performance is slipping even though messages are still getting delivered, the issue may not be deliverability alone.

It may be that your emails are not earning enough relevance, interaction, or trust inside the inbox. This checklist helps you identify where that breakdown is happening so you can fix the right thing first.

Want Help Pressure - Testing Your Email Strategy?

ContentBacon helps teams improve email performance by aligning messaging, segmentation, CRM structure, and content strategy around what actually drives engagement.

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