List Revival Client Report Template

Record the frozen cohort, its baseline, daily decisions and fixed read-outs. Fill the empty fields with client data. Keep attributed and incremental revenue separate.

1 Scope and cohort

Field	Value
Client	
Engagement dates	
ESP	
Sending domains	
Snapshot size and date	
Eligibility holds count and reasons	
Eligible count by tier B C D	
Measurement windows 45 days primary and 90 days attribution	

Baseline and engaged control over the prior 90 days

Metric	Frozen cohort baseline	Engaged control
Delivered		
Clicks		
Click-to-delivered rate		
Orders		
Revenue		
Unsubscribes		
Complaints		

2 Suppressions and scan results

Field	Count or value	Note
Scan date		
Undeliverable		
Dead domain		
Disposable		
Role		
Typo-domain		
Trap-pattern inference not detection		
Held catch-all		
Invalid share of snapshot		
Risky share of snapshot		
Sendable count		
Sendable share		
Suppression list format and location		

3 The daily stream and stop condition log

Thresholds: hard bounces above 2% stop; 1–2% halve; complaints at 0.10% pause 48 hours, 0.30% stop; authentication failure stop; engaged-segment click rate 20% below baseline for 5 days stop.

Include days that paused. Decision options are ship, shrink, pause or stop. Record the rule that produced each decision.

Day	Cohort size	Delivered	Hard bounces count and %	Soft bounces	Complaints count and %	Unsubscribes %	Clicks %	Decision and rule
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								

Day	Cohort size	Delivered	Hard bounces count and %	Soft bounces	Complaints count and %	Unsubscribes %	Clicks %	Decision and rule
20								
21								
22								
23								
24								
25								
26								
27								
28								
29								
30								

4 Engagement on the cohort

Metric	Baseline (90 days prior)	Day 45	Day 90	Control (engaged segment)
Delivered				
Click-to-delivered rate				
Responders (at least one click or order)				
Reactivation rate (responders ÷ cohort)				
Unsubscribe rate				
Complaint rate				
Open rate (directional only; Apple Mail inflated)				

Keep numerator and denominator together for every rate. Open rate is directional only; clicks, orders and revenue are the outcomes.

5 Revenue

Attribution rule: orders within 90 days by cohort members with at least one revival click. If the client uses a different window, report both and label each.

Metric	Day 45	Day 90
Orders by cohort members who clicked a revival email		
Attributed gross revenue		
Baseline revenue expectation for the cohort (usually zero)		
Incremental revenue (attributed minus baseline expectation)		
Revenue per 1,000 cohort contacts		
Program cost (scan, setup, stream, retainer, success component)		
Net		

Client attribution rule and window

Rule	Window	Note

6 Reputation and compliance

Measure	Start	End	Evidence or note
Postmaster daily spam rate with 0.10% and 0.30% lines			
Postmaster Compliance status			
SNDS filter result and complaint rate per IP where applicable			
Yahoo CFL complaints			
SPF pass on every stream			
DKIM pass on every stream			
DMARC alignment on every stream			
Engaged-segment metrics over the period			

7 Next steps

Action	Owner	Date	Supporting data or note
Disposition of non-responders sunset then suppression			
Sunset windows			
Exclude unengaged tier from campaigns			
Suppression reconciliation routine			
Expansion candidates and supporting data			
Monthly list health reporting schedule			

Next client decision

Decision	Owner	Due date