Dormant-list revival: stop conditions

EngageMKTG | Checked 17 October 2026 | Planning and operational guidance; provider requirements and local policy may differ.

Signal (measured per daily cohort)	Action
Hard bounce rate above 2%	Stop. Re-scan the remaining segment before resuming.
Hard bounce rate 1-2%	Halve the next cohort; investigate which tier or source the bounces came from.
Spam complaint rate at or above 0.10%	Pause 48 hours; review the email and the cohort's source.
Spam complaint rate at or above 0.30%	Stop. Audit before any further sending to this list.
Any SPF, DKIM or DMARC failure in headers	Stop until authentication passes and aligns.
Provider temporary failure codes (Google 4.7.x, Yahoo 421/451)	Pause 24 hours; if repeated on two days, stop and investigate.
Provider permanent rejection (Google 5.7.26, Microsoft 550 5.7.515, Yahoo 553/554)	Stop. This is an authentication or reputation block, not a cohort problem.
Engaged-segment click rate falls more than 20% below its baseline for 5 consecutive days	Stop. The revival is hurting your core audience.
Cohort click-to-delivered rate below 0.2% for 5 consecutive cohorts	Shrink cohorts by half and move to re-permission copy; consider stopping after 10.
Unsubscribe rate above 1% per cohort	Not a stop by itself; it is the system working. Review copy if it exceeds 2%.

Full guidance and source links: https://engagemktg.com/knowledge/list-revival-playbook