

EMAIL MARKETING

Deliverability Prompt Library

- ✓ Print-optimized
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- ✓ Actionable tips

Deliverability Prompt Library

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25 copy-paste AI prompts to diagnose and fix email problems fast

Deliverability work is mostly investigation: reading logs, auditing DNS, rewriting copy, planning warmups. An AI assistant (ChatGPT, Claude, or your tool of choice) turns hours of that into minutes — *if* you prompt it well.

Below are 25 battle-tested prompts grouped by job. Replace the **[bracketed]** parts with your details, paste your data where indicated, and the model does the heavy lifting. Use them as starting points and tighten the wording to your situation.

Tip: paste real artifacts — actual headers, real DNS records, the actual subject line. Vague inputs get vague answers.

Diagnosis

1. Triage a struggling campaign "Analyze this campaign and list the top 3 deliverability risks with concrete fixes, ranked by impact. Stats: open rate [X]%, bounce rate [X]%, complaint rate [X]%, list size [X], audience [describe]."

2. Read the bounce log "Here are my bounce messages: [paste]. Categorize each as hard or soft, explain the likely cause, and tell me which require list suppression versus a retry."

3. Decode the headers "Parse these email headers and tell me whether SPF, DKIM, and DMARC passed, what the authentication results mean, and any red flags: [paste headers]."

4. Explain a deferral / rejection "My mail to [provider] is getting this SMTP response: [paste error code + text]. Explain what it means and the exact steps to resolve it."

5. Spam folder root-cause "My emails land in spam at [provider] but inbox everywhere else. Authentication passes. Walk me through the most likely provider-specific causes and how to confirm each."

Authentication & DNS

6. Full auth audit "Review our SPF, DKIM, and DMARC setup and recommend changes. SPF: [paste record]. DMARC: [paste record]. We send from [domain] via [ESP/services]."

7. Fix an SPF record "My SPF record is [paste]. We send through [list every service]. Rewrite it correctly, keep it under the 10-DNS-lookup limit, and explain each mechanism."

8. Plan a DMARC rollout "Write a step-by-step plan to move our DMARC policy from p=none to p=reject safely over [X] weeks, including what to watch in the aggregate reports before each step."

9. Summarize DMARC reports "Here is a DMARC aggregate (RUA) XML report: [paste]. Summarize which sources are passing/failing alignment and flag any unauthorized senders."

10. BIMl readiness check "List everything required to qualify for BIMl (logo display) given we already have DMARC at [policy]. Tell me what's missing and the order to do it."

List Hygiene

11. Build a cleanup plan "Create a 4-week list-hygiene plan with weekly tasks and suppression rules. List size [X], last cleaned [when], current bounce rate [X]%."

12. Design a sunset policy "Write an engagement-based sunset policy: tiers by last-open date, frequency per tier, and the win-back-then-suppress flow for non-openers past [X] days."

13. Spam-trap risk review "Given our acquisition sources are [list], assess our spam-trap risk and tell me which sources to stop, clean, or double-opt-in."

14. Re-engagement segment logic "Help me define a re-engagement segment in plain rules I can implement: criteria, exclusions, and the exit conditions for someone who re-engages."

Warmup & Reputation

15. New-domain warmup plan "Design a sender warmup plan for a new domain over 21 days: daily volume ramp, which segments to send to each phase, and the metrics that trigger slowing down."

16. Dedicated-IP warmup "Build a 6-week dedicated-IP warmup schedule for a list of [X] contacts. Include daily caps per week and rules for pausing if complaints or bounces spike."

17. Reputation-repair protocol "Our domain reputation in Google Postmaster is [Bad/Low]. Give me a 14-day repair protocol: who to mail, cadence, and what to avoid."

18. Postmaster / SNDS interpretation "Here's my Google Postmaster (or Microsoft SNDS) data: [paste/describe]. Interpret the reputation, spam rate, and authentication signals, and tell me what to act on first."

Content & Subject Lines

19. De-spam a subject line "Rewrite this subject line to reduce spam-filter risk while keeping its intent and punch: [subject]. Give me 5 variants and explain what made the original risky."

20. Audit email body for triggers "Review this email body for spam-filter triggers (words, formatting, link/image ratio, link cloaking) and rewrite the riskiest parts: [paste]."

21. Improve text-to-image ratio "This email is mostly images: [describe/paste]. Suggest a version with a healthier text-to-image ratio that keeps the message and design intent."

22. Write a compliant footer "Write a CAN-SPAM and GDPR-compliant email footer for [company, physical address], with a clear one-click unsubscribe line."

Monitoring & Reporting

23. Build a weekly deliverability report "Create a weekly deliverability report template covering inbox placement, bounce rate, complaint rate, and reputation, with thresholds that should trigger an alert."

24. Set alert thresholds "Recommend alert thresholds for bounce rate, complaint rate, and spam-placement that should pause a campaign or escalate, with the reasoning for each number."

25. Post-incident write-up "Draft a post-incident summary for a deliverability drop: timeline, root cause, fix applied, and prevention steps, given these facts: [paste]."

How to Get the Best Results

- **Feed it real data.** Paste actual headers, DNS records, and stats — not paraphrases.
 - **Ask for ranked, actionable output.** Add "ranked by impact" or "as a numbered checklist" so you get next steps, not an essay.
 - **Iterate.** Follow up with "now write the exact DNS record" or "give me the email to send to my engaged segment."
 - **Verify before you ship.** AI is great at diagnosis and drafts; confirm DNS changes with mxtoolbox and test sends against a seed list.
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Next Steps

- Run 2-3 prompts per week against your current sends rather than trying all 25 at once.
- Save the best outputs into a shared playbook so your team stops re-solving the same problems.
- Pair this library with a seed-list test so you can measure whether each AI-suggested fix actually moved placement.

GetMailer gives you the authentication, reputation, and engagement data these prompts need — so your AI assistant works from real numbers.

Start your free deliverability audit → getmailer.co

Prompt Chaining: Combine Prompts for a Full Diagnosis

Single prompts answer single questions. Chain them and you get an end-to-end fix. Two worked recipes:

Recipe A — "My open rate just dropped."

1. Prompt **1** (triage) to rank the likely causes from your stats.
2. Prompt **3** (decode headers) on a sample to confirm auth is actually passing.
3. Prompt **18** (Postmaster interpretation) to read reputation.
4. Prompt **17** (reputation-repair protocol) to get the 14-day plan.
5. Prompt **23** (weekly report) to lock in monitoring so it doesn't recur.

Recipe B — "I'm launching a new sending domain."

1. Prompt **6** (full auth audit) before the first send.
2. Prompt **7** (fix SPF) and **8** (DMARC rollout) to harden DNS.
3. Prompt **15** (new-domain warmup) for the 21-day ramp.
4. Prompt **24** (alert thresholds) so a bad day pauses the warmup automatically.

Choosing Your Model

These prompts work in any capable assistant, but match the model to the job:

- **Long log/XML parsing (prompts 2, 9, 18):** use a model with a large context window so you can paste the full file, not a snippet.
- **DNS and SMTP-spec accuracy (prompts 4, 7, 8):** ask the model to cite the relevant RFC or the mechanism name, then verify with mxtoolbox — don't ship a record on trust.
- **Copy rewriting (prompts 19-22):** give it 2-3 examples of your real brand voice first, or the rewrites read generic.

Build-Your-Own Prompt Template

When none of the 25 fit, use this skeleton:

```
ROLE:    You are a senior email deliverability engineer.
CONTEXT: We send [volume] /month from [domain] via [ESP], audience [describe].
DATA:    [paste the real artifact – headers, DNS, stats, logs]
TASK:    [the one thing you want – diagnose / rewrite / plan]
OUTPUT:  Ranked by impact, as a numbered checklist with the exact action for each.
```

TAKE THE NEXT STEP

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