FREE CHECKLIST · 25 CHECKS · ABOUT 20 MINUTES

# The AI-Ready Lifecycle Audit

Find where your email and lifecycle program is leaking revenue, and which parts are ready for AI.

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**1. Tick what's true**
Work through each area and tick every check you can honestly answer yes to.

**2. Score each area**
Count the ticks: green for 5, yellow for 3–4, red for 0–2.

**3. Start with the lowest**
The scorecard at the end shows what to fix first.

## 01 Deliverability & list health

___ / 5

If your email doesn't reach the inbox, nothing else in this audit matters.

- [ ] Your sending domain passes SPF, DKIM, and DMARC, and DMARC is set to at least `p=quarantine`.
- [ ] Your spam complaint rate stays below 0.1% (check Google Postmaster Tools or your platform's reports).
- [ ] Subscribers who haven't opened or clicked in 90–180 days get a re-engagement series, then are suppressed.
- [ ] Every address on your list has a recorded opt-in source and date you could show if asked.
- [ ] Bounces are removed automatically, and you never send to purchased or scraped lists.

## 02 Segmentation & data

___ / 5

Sending the same message to everyone hurts engagement, and in time your sender reputation too.

- [ ] You segment by engagement (active, cooling, inactive), not only by demographics or signup source.
- [ ] You segment by lifecycle stage: prospect, new customer, repeat customer, lapsed.
- [ ] Purchase or product-usage data from your CRM or app flows into your email platform automatically.
- [ ] At least one high-volume send per month goes to a targeted segment instead of the full list.
- [ ] You capture one or two qualifying details at signup (role, company size, or intent) and use them in targeting.

## 03 Journeys & lifecycle stages ___ / 5

Automated journeys keep earning revenue between campaigns. Most programs are missing at least one of these five.

- [ ] A welcome series of 3 or more emails starts within minutes of signup.
- [ ] New customers get an onboarding sequence that drives them toward a second purchase or key action.
- [ ] Prospects who show buying intent (pricing page visits, abandoned carts or forms) get an automated follow-up.
- [ ] Customers who go quiet receive a win-back sequence before you write them off.
- [ ] Each journey has an exit rule, so people stop getting messages once they convert or opt out.

## 04 Content & AI readiness ___ / 5

AI can cut production time sharply, but only when you decide what it should and shouldn't touch.

- [ ] You have a written brand voice guide that a writer, or an AI tool, could follow.
- [ ] You know which content is repeatable (product roundups, recaps, subject-line variants) and which needs a human editor.
- [ ] You can produce a different version of a key email for each main segment without rewriting it from scratch.
- [ ] Every AI-assisted piece gets a human check for accuracy and claims before it sends.
- [ ] You track production time per email or newsletter, so you can measure what automation saves.

## 05 Measurement & revenue ___ / 5

Opens and clicks show activity. Revenue shows whether email is earning its budget.

- [ ] You can name the revenue or pipeline that email generated last month.
- [ ] Your main success metric is clicks, conversions, or revenue, not open rate, which privacy features now inflate.
- [ ] Each automated journey has its own conversion goal, and you review it at least quarterly.
- [ ] You run at least one A/B test a month and record what you learned.
- [ ] Email results appear in the same report as your other channels, with the same attribution rules.

## Your scorecard

Fix areas in this order: deliverability first, then the lowest-scoring area after it. Every other improvement depends on reaching the inbox.

| AREA | CHECKS TICKED (OF 5) | RATING |
|---|---|---|
| 1. Deliverability & list health | | |
| 2. Segmentation & data | | |
| 3. Journeys & lifecycle stages | | |
| 4. Content & AI readiness | | |
| 5. Measurement & revenue | | |
| **Total** | **___ of 25** | |

**Red · 0–2**
Revenue is leaking here now. Fix this area before launching new campaigns.

**Yellow · 3–4**
The basics are in place. One or two fixes will show results within a quarter.

**Green · 5**
This is a strength. Build on it, for example by adding AI or more segments.

A total of 20 or more means your program is ready to scale. Below 15, a focused 90-day plan will usually pay back faster than any new channel.

### Want a second set of eyes?

I'll walk through your results with you on a free 30-minute call and point out the two or three fixes most likely to move revenue.

**Book at ashery.com/call**

**About the author:** Élie Ashery, EMBA, is a fractional CMO with 25 years in growth and lifecycle marketing. He has built an email list to more than 500K subscribers, helped drive over $10M a year in ad revenue, and cut content production time in half with AI. He teaches digital marketing at Villanova University.