

6 Things to Check Before You Contact Mailchimp Support

From Glenn at Spike, "We've been fixing Mailchimp accounts since 2004. These six things cause most of the calls we get."

1 Your domain isn't set up properly

Emails sent without SPF/DKIM/DMARC get binned by Gmail and Outlook without telling you.

CHECK IT Account → Settings → Domains. If not marked Authenticated, that's your problem - a five-minute fix once you know how.

2 Your emails are going to spam

"I never got it" is usually technical, not personal - domain, list health, and content all play a part.

CHECK IT Send a test to Gmail, check Spam/Promotions. Bounce rate over 2% on your last campaign is a red flag.

3 You haven't cleaned your list, ever

Dead addresses bounce, disengaged contacts affect reputation, and low opens are the outcome.

CHECK IT If over a third haven't opened in 12 months, you've found the leak. Re-engage, then archive the silent ones.

4 You're paying for contacts you don't email

Mailchimp bills for every stored contact, including those you'll never send to again.

CHECK IT Compare audience size to who you actually send to. We routinely cut bills 30–50% by archiving alone.

5 Your template is fighting you

Broken mobile layouts and unresolved merge tags make every send stressful.

CHECK IT Send a test to your phone and preview merge tags before every send. Fix the template once, reuse it again and again.

6 You don't have a system

No plan, no calendar, no routine - Mailchimp can't fix that, and neither can support.

CHECK IT Do you know when your next three emails go out? If not, that's the real - and most fixable - issue.

Still stuck?

Spike is a Mailchimp Pro Partner based in NZ. Mailchimp Genius starts at \$99/month + GST, first month free - we keep your account healthy so you never need this checklist again.

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