



EMAIL DELIVERABILITY

Why Gmail stopped trusting our domain — and the plan to win it back

primedianetwork.com · Google Postmaster data, last 120 days · June 2026

Prepared for: Dean & Kelly

The one-line diagnosis

Our email is technically perfect and **still not reaching inboxes.**

AUTHENTICATION

100%

SPF, DKIM, DMARC, TLS
all passing. Not a setup
problem.

BLACKLISTS

Clean

70+ public lists checked
via MXToolbox — none
flag us.

EMAIL REPUTATION

Bad

Dropped from Low to Bad
in mid-April and has
stayed there.

SPAM COMPLAINTS

**Up to
1.5%**

Spiked to ~5x Gmail's
0.3% cliff. This is the
trigger.

Bottom line: This is a reputation problem, not a technical one — and reputation is recoverable.

How we got here

A separate cold-outreach domain went bad — and dragged the primary domain down with it.

1 Cold + warm mix

We ran cold outreach on a separate domain alongside the warm marketing list on primedianetwork.com.

2 Cold domain burned

Cold volume drew low engagement and complaints. Almost none of it landed.

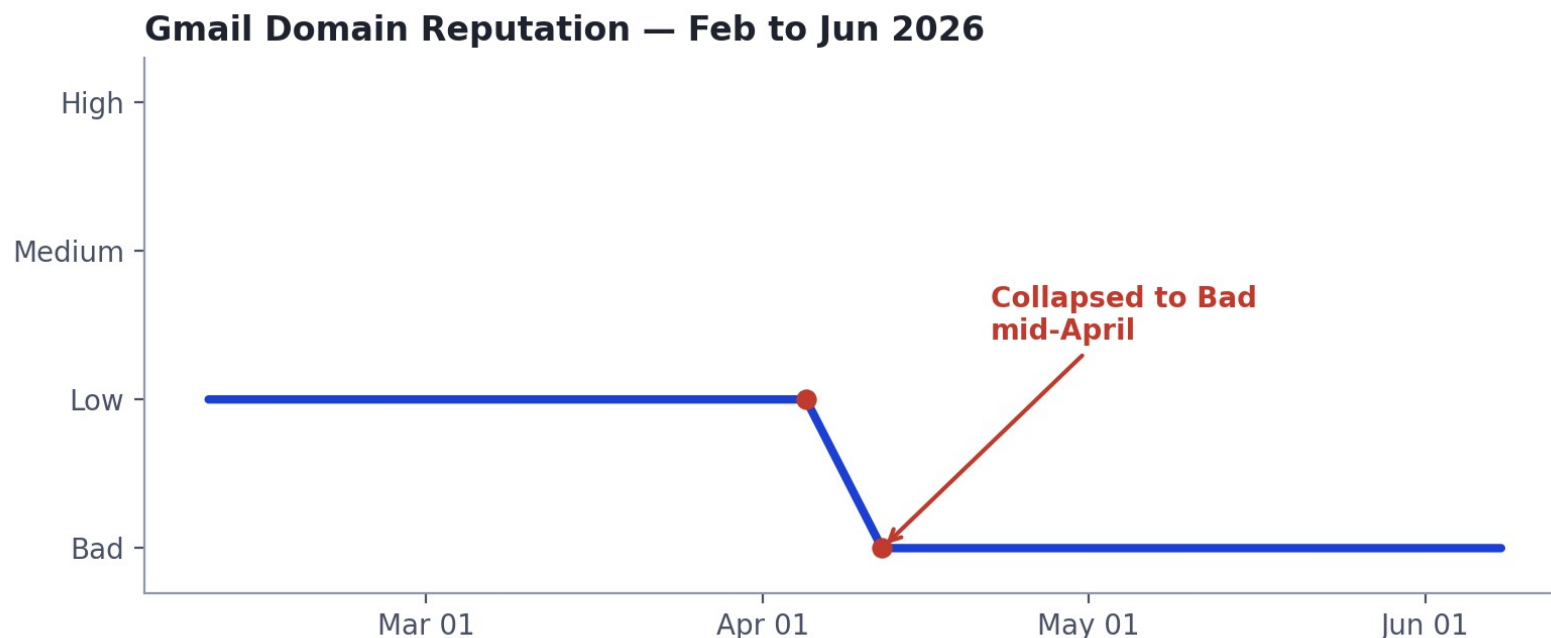
3 Bleed-over

Shared links, footer address, and content let Gmail link the two domains as one sender.

4 Reputation collapse

Spam complaints spiked to ~1.5%. Gmail dropped the primary domain Low → Bad in mid-April.

The collapse, in one chart



What this means

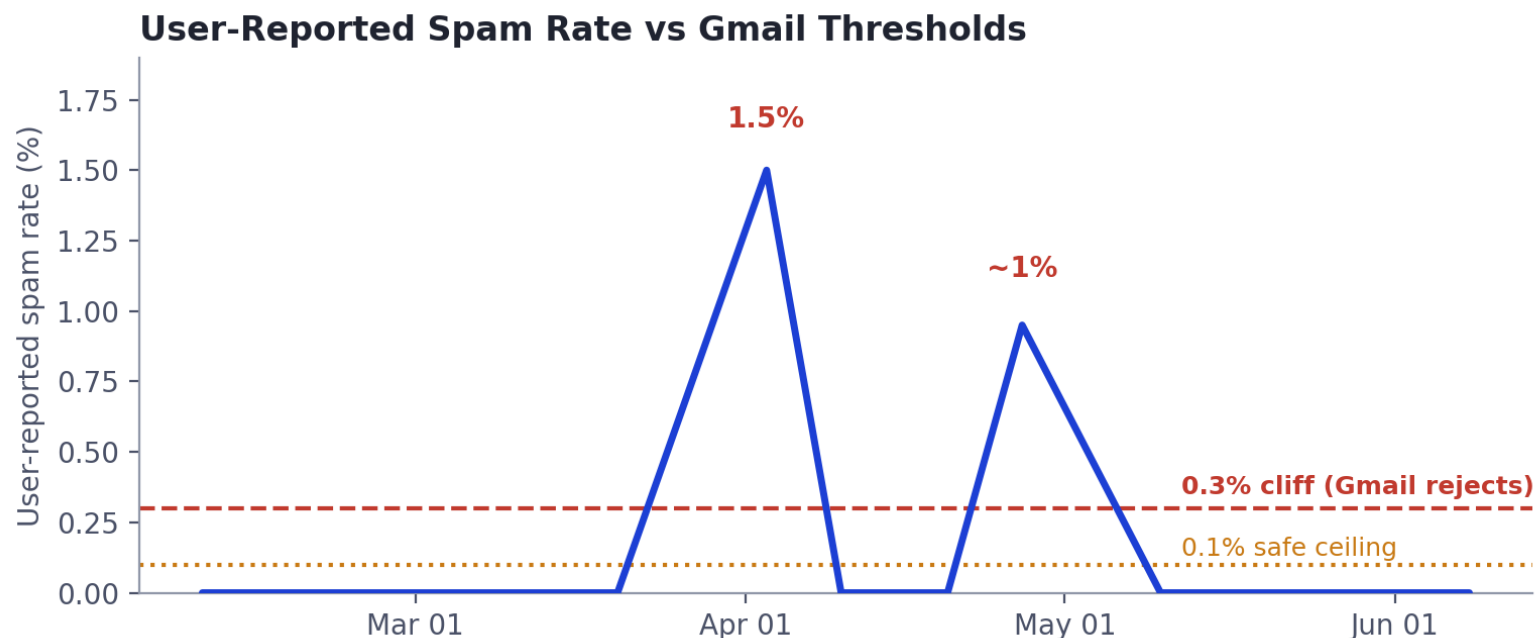
Gmail rates each sending domain Bad / Low / Medium / High.

We sat at Low for months, then dropped to **Bad** in mid-April.

At Bad, the bulk of our mail is filtered to spam before anyone sees it.

Source: Google Postmaster Tools, primedianetwork.com, Feb-Jun 2026.

The trigger: spam complaints



Source: Google Postmaster Tools, primedianetwork.com, Feb-Jun 2026.

The numbers

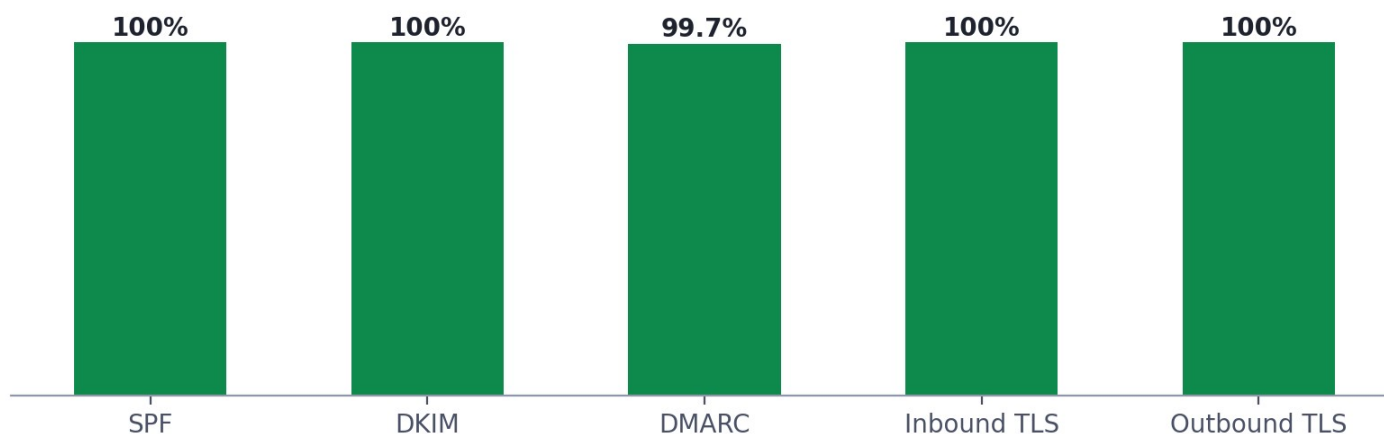
Gmail's safe ceiling: **0.1%**
The cliff (mail rejected): **0.3%**

We hit **1.5%** in early April and ~1% later that month — well past the cliff.

What is not the problem

We can rule these out — they all check out clean. That narrows the fix.

Authentication & Encryption — All Passing



- SPF / DKIM / DMARC — all passing (~100%)
- Inbound & outbound TLS encryption — 100%
- Delivery errors — effectively 0%
- Public blacklists — clean across 70+ lists

Because identity and infrastructure are clean, the only lever left is sender behavior — volume, list quality, and complaints.

What we found

Three emails and the landing page tell one story — the same creative pattern, sent over and over.

THE PATTERN

Money / FREE / superlative creative — “Media Speedia,” “Money.” — cash and private-jet imagery, baked into pictures with little live text.

THE VOLUME

Sent at high frequency across two ESPs: Mailchimp (twice) and Omnisend. Same creative, overlapping lists.

THE LINKS

Every link — warm and cold — points to primedianetwork.com pages. Same destination URL on every send.

THE CLAIMS

“Absolute lowest ad spot rates” and “nation’s largest firm,” plus FREE hooks — trigger words filters score against.

The takeaway: this creative is built to generate complaints — and on a cold list, that is exactly what it did.

Source: Mailchimp & Omnisend campaign exports; primedianetwork.com/mailers/money, 2026.

Why it spread to the primary domain

A separate cold sending domain didn't protect us — because every cold link advertised the primary domain.

1 Cold list gets the creative FREE / money hooks sent to people who never opted in.

2 Complaints spike Recipients hit “report spam.” Rate climbs to ~1.5% — 5x Gmail’s cliff.

3 Complaints attach to our URL Every link points to primedianetwork.com, so the complaints land on the primary domain’s reputation.

4 Gmail collapses the domain Primary domain drops Low → Bad. Warm mail now filtered too.

Diagnosis, confirmed: authentication, encryption, blacklists, and the landing page are all clean. This is a behavior-and-content problem — which is exactly what the plan fixes.

The recovery plan

Three phases. Reputation, not technology, is the work.

PHASE 1 · WEEKS 0-2

Stop the bleed

- Pause all cold outreach; take the cold domain dark
- Retire the money / FREE / superlative creative
- Cold links must never point at primedianetwork.com
- Send only manual, high-value mail from the primary domain

PHASE 2 · WEEKS 2-8

Rebuild trust

- Re-engage only the most active warm subscribers
- One ESP, one send: cut frequency, drop non-openers
- Rewrite email + landing page: live text, no FREE hook
- Keep spam complaints under 0.1% every send

PHASE 3 · WEEK 8+

Scale back safely

- Reintroduce broader warm segments gradually
- Keep any cold outreach on a fully siloed domain + ESP
- Make Postmaster spam rate the standing scorecard
- Set creative + link guardrails so this can't recur

Who runs the recovery

The fix needs judgment, not just a tool. Our recommendation:

RECOMMENDED

Hire a deliverability specialist

A human who knows DNS, DMARC ramps, complaint loops, and how to talk to Gmail/Microsoft.

Scoped, fixed-fee engagement: audit → implement → monitor.

Typical range: \$2,500–\$8,000 for a scoped recovery, or \$75–\$200/hr.

NOT A STANDALONE FIX

Warm-up / auto tools alone

Tools like Folderly or InboxAlly can be equipment a specialist uses — not the strategy.

On an established, damaged domain they can deepen the damage if the root cause isn't fixed first.

Walk away from anyone promising “guaranteed inbox in 2 weeks.”



What we are asking for

- Approve pausing cold outreach and taking the cold domain dark now
- Approve a fixed-fee deliverability specialist for a scoped recovery
- Hold marketing email to the warm, engaged list during the rebuild

Success metric: Postmaster domain reputation back to Medium by Week 8, spam rate held under 0.1%.