

CASE STUDY

Marketing to a Blacklist.

How a SaaS marketing team spent half a year emailing people who never got the message.

70

DOCUMENT**Case Study**

INDUSTRY**SaaS · Customer Service and Telephony**

PRODUCT**Blacklist Monitoring**

PROFILE**Real customer deployment, anonymized**

About this case study: based on a real Generator Labs customer deployment, published with identifying details removed.

The marketing plan was ambitious and fully funded: a \$350,000 annual budget behind aggressive outbound campaigns, drip sequences, and a weekly newsletter. Six months in, the results were terrible, and the reason had nothing to do with the marketing. The company's domain was sitting on several blacklists, and by the team's own estimate, roughly 70 percent of everything they sent was being blocked or silently eaten.

01

A mid-tier SaaS company in the customer service and telephony space; email was the engine of the year's go-to-market plan.

The Plan

The marketing team mapped out the entire year: outbound email campaigns to drive pipeline, drip sequences to nurture it, and a weekly newsletter to keep the audience warm, backed by a \$350,000 budget. Every channel in the plan depended on one thing working quietly underneath: email that actually arrives.

02

The 70 percent figure is the customer's own estimate of blocked or discarded outbound communication.

Six Months of Silence

month 1	Launch	Campaigns, drip sequences, and the newsletter go out on schedule. Open and response rates start low and stay there.
months 2-5	The Wrong Fixes	The team does what marketing teams do: reworks subject lines, adjusts templates, re-segments lists. Nothing moves the numbers, because the problem is not the message.
month 6	The Discovery	With results far below plan, the team digs into deliverability and finds the domain listed on several blacklists. Their estimate: roughly 70 percent of outbound communication was being blocked or silently discarded.
after	The Cleanup	Generator Labs Blacklist Monitoring goes in across every sending domain and the full IP address space. The listings are worked through and delisted, and response rates improve dramatically.

Sent Is Not Delivered

Every campaign dashboard said sent. Blocklists do not notify the people they list, and receivers do not report what they discard. From the sender's side, a blacklisting looks exactly like a bad campaign: the metrics sag and nothing errors.







The campaigns were fine. By the team's own estimate, seventy percent of them just never arrived.

03

Coverage spans every sending domain and the company's full IP address space, not just the marketing platform's view.

Watch Everything That Sends

The fix was not one delisting; it was making sure no listing could go unseen again. Monitoring now covers every domain the company sends from and its entire address space, checked continuously against the blocklists receivers actually use.

	Hundreds of Sources	RBLs, URIBLs, DNS filters, and threat exchanges, curated and kept current.
	IPs, Domains, and Ranges	IPv4, IPv6, domains, and whole CIDR blocks, so shared-range contamination shows up too.
	Alerts Where You Work	Email, Slack, SMS, and webhook alerts the moment a listing appears anywhere.
	History and Reports	Listing history and shareable reports document the recovery and prove the reputation.

04

Results as reported by the customer.

The Next Six Months

<h1>3</h1> <p>NEW LISTINGS FOUND</p>	<h1>24^h</h1> <p>TO FIND AND FIX EACH</p>	<h1>0</h1> <p>DAYS OF SILENT DAMAGE</p>
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Blacklistings did not stop happening; that was never the goal. In the six months after monitoring went in, three more listing issues came up. Each one surfaced as an alert, was identified, and was resolved within 24 hours, instead of quietly compounding for half a year.

Why 24 Hours Instead of Six Months

The difference is not luck. Every sending domain and IP is checked continuously, so a new listing becomes an alert the same day it happens, while the fix is still a delisting request instead of a recovery project.

KEY TAKEAWAYS

- From the sender's side, a blacklisting is invisible: the dashboard says sent, and the receivers say nothing.
- Deliverability problems burn budget silently. Response rates are a lagging indicator; listings are a leading one.
- Monitoring every sending domain and IP range turned a six-month blind spot into a same-day alert.
- Listings kept happening afterward, and each was found and resolved within 24 hours.

This case study is based on a real Generator Labs customer deployment and is published with identifying details removed. Blocked-mail percentages are the customer's own estimates.



Know the Moment You Are Listed

Generator Labs Blacklist Monitoring watches your domains and IPs against hundreds of blocklists around the clock, and alerts you the moment a listing appears. Your first host is free.

portal.generatorlabs.com/signup