
Email Marketing Audit · Kit

The Backyard Pantry

backyardpantry.com.au

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Account summary

The Kit account is working and the current website signup accepts subscribers. Broad newsletters still record healthy engagement. The account needs a controlled clean-up before it is used as a regular marketing system.

Overall assessment: working, with account controls required

The active list is in good condition, with 650 subscribers, no complaints and no duplicate active email addresses found. Sending authentication, legacy data, active email wording and account structure need attention.

650

Active subscribers

0

Spam complaints

45.13%

Broad-send open rate

6.65%

Broad-send click rate

4

Signup forms

26

Tags

15

Email sequences

152

Completed broadcasts

9

Sequences configured active

6

Inactive sequences

2

Custom fields

0

Draft or scheduled broadcasts found



Priority findings

These findings affect sending safety, ownership and the customer experience. They are findings only. No account changes were made.

High priority

Confirm sending-domain authentication

Public DNS checks found no DMARC record and none of the common Kit sending-domain records checked. The visible SPF record authorises the current email provider and hosting service, with no visible Kit authorisation.

Next check

Open Kit's verified-domain screen, then add only the DNS records Kit prescribes with the DNS or email administrator.

High priority

Remove unrelated legacy business data

The account contains 12 completed broadcasts sent from email addresses belonging to a business outside The Backyard Pantry. These records are excluded from the marketing recommendations in this report.

Safe clean-up

Confirm authorised access and retention, export a dated copy, then remove the unrelated records after written approval.

High priority

Correct active email content

One configured-active sequence contains a broken website link. Other active emails include previous-owner wording, first-person commitments, a US timezone or an Afterpay reference that needs confirmation.

Safe clean-up

Approve replacement wording, send internal previews and confirm automation dependencies before publishing changes.

Review

Add a pre-send check

Two historical subject lines record messages that were sent in error and then corrected, one in 2022 and one in 2025.

Control

Check sender, audience, links, offer, approval and scheduled time before each broadcast.

Healthy

Audience quality and engagement

No duplicate active email addresses or blank first names were found. The account has 0 complaints, the current website sign-up works and broad-send engagement is healthy.

Use this strength

The existing audience gives the new owner a useful base for regular newsletters after the priority checks are complete.

Audience health

The active list is clean. The main data task is to document what the tags and custom fields mean, then classify the small group with no tag.

Subscriber status	Count	What it means
Active	650	Can receive email, subject to consent and audience rules.
Cancelled	48	Previously subscribed and no longer active.
Bounced	18	Delivery failed and Kit has removed them from normal sending.
Complained	0	No spam complaints recorded.
Inactive	0	No records returned in Kit's inactive status.

626

Active contacts with at least 1 tag

24

Active contacts with no tag

546

In the main newsletter tag

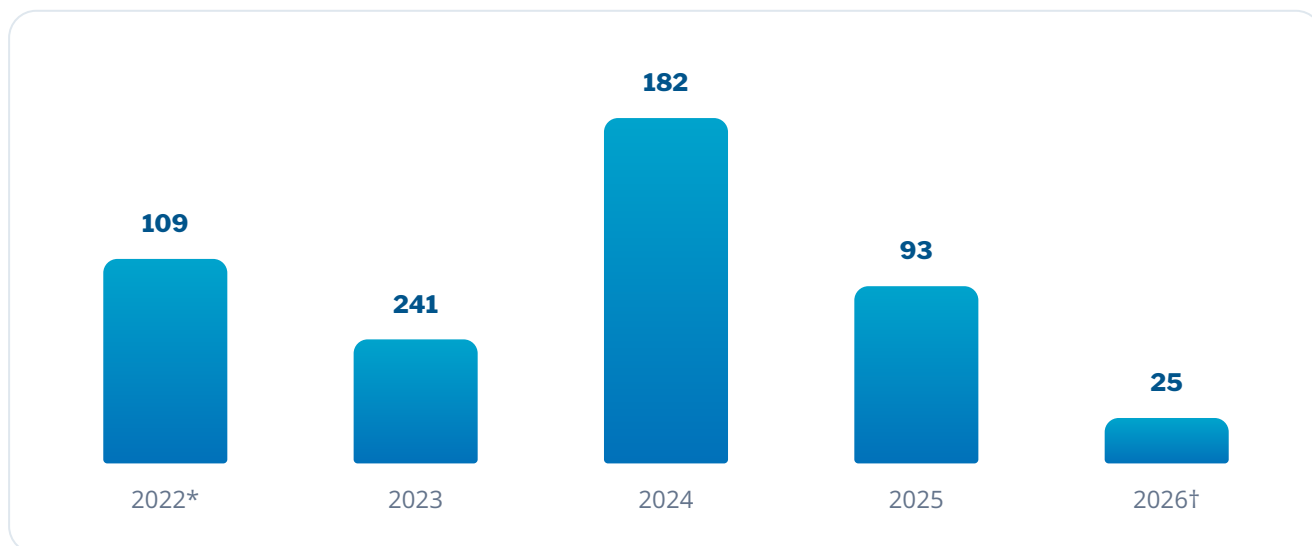
96.3%

Active contacts with a tag

Custom fields need a stated purpose

business_name is blank for 616 contacts (94.8%) and subscription_date is blank for 640 (98.5%). Both appear intended for producer records, so ordinary consumer records do not need blanket completion. The account should state which contact types use each field.

Subscriber acquisition



New subscriber activity has slowed

The active list added about **20.1 contacts per month in 2023** and **3.1 per month in 2026** through 6 Aug. Newsletter engagement remains healthy, so the larger opportunity is to restore regular acquisition and sending.

* 2022 starts in August. † 2026 is measured through 6 Aug.

Year added	Active contacts	Approx. per month
2022, Aug to Dec	109	21.8
2023	241	20.1
2024	182	15.2
2025	93	7.8
2026 to 6 Aug	25	3.1



Signup forms

The current website signup works. The account contains older forms and one internal name that no longer matches how the form is used.

Form	Subscription records	Latest record	Review note
Inline newsletter signup	233	6 Aug 2026	Current activity is still being recorded.
fb ad sign up	140	17 Jan 2025	This is now used on the Fresh Food Revolution website page. Rename it after checking dependencies.
Website newsletter pop up	54	20 Jun 2023	Review whether this form remains in use.
Join the Fresh food Revolution	3	5 Aug 2022	Old form. Check dependencies before archiving.

Live website check

The Fresh Food Revolution page contains 1 working Kit form. It asks for an optional first name and a required email address.



Tags and contact structure

The tag set has useful history, with overlapping labels and old account states that make the list harder to manage.

Area	Verified data	What needs deciding
Newsletter source tags	116 contacts in the website-signup label and 52 in the social-ad label. 50 appear in both.	Choose whether the labels record source, current membership or both.
Potential sellers	12 contacts in "Potential seller" and 40 in "Potential Seller Follow up". 10 appear in both.	Define the seller stages and the owner of each follow-up step.
Account and order states	Two pairs of labels appear to describe the same "account, no order" and "account, order placed" states.	Keep 1 clear label for each state after automation dependencies are recorded.
Empty tags	3 tags contain no contacts.	Archive only after confirming no form or automation still applies them.
Farmers market tags	16 contacts in one label and 11 in another, with only 1 contact in both.	Confirm whether these represent different audiences or an old naming change.

Recommended account model

Use tags for 4 clear purposes: contact stage, signup source, interests and operating needs. Record every automation that reads or applies a tag before renaming, merging or archiving it.

Email sequences and automations

Kit reports 15 sequences. 9 are configured active and 6 are inactive. “Configured active” describes the sequence setting and does not prove an email is sending now.

Sequence or email group	Current evidence	Client-facing action
New Newsletter Subscriber	Configured active, 90 subscription records and 2 emails. The second email mentions Afterpay.	Confirm the payment wording and send test previews.
Thank you to Sellers	Configured active with 30 subscription records. The copy includes first-person promises to introduce and follow up with producers.	Name the role responsible for each promise and rewrite the sender voice.
Re-engagement Sequence	Configured active with 2 published emails and no current subscription records. The timezone is Eastern Time (US & Canada).	Set Australia/Perth only if the sequence will be used, then define who should enter it.
Media outreach sequence	Configured active, on hold and repeatable, with no current subscription records. It contains previous-owner wording and a website link that returns 404.	Replace the broken link and owner references before any future use.
Generic placeholder sequence	The sequence container is active. Its only email is Kit's untouched draft placeholder and cannot send in draft state.	Confirm no dependency, then deactivate or archive it.
New Guest (Purchase)	The email mentions Afterpay. Its Google review link resolves successfully.	Confirm whether Afterpay is still offered. Keep the working review link.

Automation evidence limit: The connected read-only data did not expose Kit's visual automation trigger and exit map. Dependencies must be recorded inside Kit before sequence, form or tag changes are approved.

Broadcast performance

The 19 broad sends to at least 400 recipients give the clearest view of newsletter performance. Small targeted sends would lift the account-wide averages.

19

Broad sends reviewed

45.13%

Weighted open rate

6.65%

Weighted click rate

0.715%

Unsubscribe rate

Latest broad newsletter

- **Sent:** 14 Feb 2026
- **Recipients:** 503
- **Open rate:** 43.74%
- **Click rate:** 8.75%
- **Unsubscribes:** 3

Recorded account history

- **Completed broadcasts:** 152
- **Total recipients:** 14,427
- **Unsubscribes:** 101 (0.7%)
- **Draft or scheduled broadcasts found:** 0

These totals describe the account inventory. The 19 broad sends are used to assess newsletter performance. Unrelated legacy sends are not used for future content, cadence or audience recommendations.

Performance reading

Broad-email engagement remains healthy. Declining send frequency and subscriber acquisition are the larger issues. The account can restart from a useful base after sending safety and active content are checked.



Sending and account controls

Control	Status	Evidence and next step
Website signup	Working	A live Kit form accepted the expected first-name and email fields.
WordPress connection	Active	The Kit WordPress plugin connection is active at version 3.3.4.
DMARC	Not found	No public DMARC TXT record was found for the sending domain.
Kit domain records	Confirm	No common Kit sending CNAMEs checked were visible. Confirm the exact verified-domain status inside Kit.
Pre-send approval	Add	Use a written check for sender, audience, links, offer, approval and send time.
Account ownership	Document	Record who owns DNS, Kit administration, newsletter approval and producer follow-up.

Scope and evidence: This read-only review used the connected Kit data, the live website and public DNS. The connection did not expose visual automation maps, segments, team users, billing, Kit's exact verified-domain screen or some sequence analytics. No returned webhooks or Kit purchase records does not confirm that other website or order integrations are absent.

The account has a healthy audience and a clear set of clean-up priorities.

The separate Email Marketing Strategy turns these findings into a proposed 90-day sequence of work with role-based owners, approval gates and measures.

Draft for review · No Kit work authorised