# 2026 State of B2B & E-Commerce Email Deliverability

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Independent live DNS audit of 268 production domains via Cloudflare DNS-over-HTTPS (RFC 7208 / RFC 7489)

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## Executive Findings (n = 268 live production domains)

- 53.0% (142/268) mix 3 or more sending platforms on their root domain SPF record.
- 26.1% (70/268) sit at 8+ recursive SPF DNS lookups (near or over RFC 7208's 10-lookup cap)
- 23.9% (64/268) carry a critical auth gap (SPF PermError, missing SPF/DMARC, or p=none only
- 19.7% (53/268) lack enforced DMARC: 2.2% missing DMARC entirely, 17.5% stuck at p=none.
- 4.5% (12/268) actively fail SPF with PermError (>10 recursive lookups or duplicate v=spf1)
- 8.2% (22/268) publish DMARC without rua= aggregate reporting (blind to failing ESP streams
- 30.6% (82/268) publish BIMI; only 9.0% (24/268) publish MTA-STS transport enforcement.

## Breakdown by Vertical

| Vertical | Domains | SPF>=8 | SPF PermErr | DMARC Enforced | 3+ Root ESPs | BIMI |
|---|---|---|---|---|---|---|
| B2B SaaS | 123 | 22.8% | 3.3% | 92.7% | 58.5% | 37.4% |
| E-Commerce & DTC | 107 | 32.7% | 5.6% | 72.0% | 51.4% | 27.1% |
| B2B Services & Agencies | 38 | 18.4% | 5.3% | 60.5% | 39.5% | 18.4% |
| All Live Domains Audited | 268 | 26.1% | 4.5% | 79.9% | 53.0% | 30.6% |

## Key Operational Takeaways

1. E-Commerce & DTC brands carry the highest SPF lookup risk (32.7% at 8+ recursive lookups) and nearly 4x higher unenforced DMARC rates (28.0%) than B2B SaaS (7.3%).

2. Root-domain ESP crowding is the norm: 58.5% of B2B SaaS domains authorize 3+ platforms on their apex domain, tying password resets and sales mail to marketing campaign reputation.

3. Nested vendor SPF expansion silently breaks authentication: top-level checks often miss nested includes inside HubSpot, Microsoft 365, SendGrid, and Zendesk.

## Methodology & Public Verification Tools

Every domain was queried live on 2026-11-27 via Cloudflare DNS-over-HTTPS (MX, TXT, _dmarc, default._bimi, _mta-sts) with full RFC 7208 recursive include: and redirect= expansion.

Free Live DNS Checker: https://deliverabilityrecovery.com/inspector/

Public Diagnostics MCP Server: https://deliverabilityrecovery.com/mcp

Open-Source CI Action & CLI: https://github.com/farhanmunshi-ops/deliverability-recovery-kit

Fixed-Scope Audits ($1,500) & Repairs ($3,000-$5,500): https://deliverabilityrecovery.com/pri