



The SFMC Monitoring Checklist

27 Things You Should Be Watching in
Salesforce Marketing Cloud

A practical, item-by-item guide to monitoring your SFMC environment.
Includes what to check, how often, and what thresholds to set.

How to Use This Checklist

This checklist covers the 27 most critical monitoring items for any Salesforce Marketing Cloud environment. Each item includes:

What to check The specific object or metric to monitor

How often Recommended check frequency (daily, hourly, or real-time)

Threshold When to raise an alert or investigate

Use the checkboxes to track which items you've implemented. Print this out and post it near your desk, or save a digital copy for your team's reference.

Pro Tip

Start with the items marked "Daily" — these are your highest-priority checks. Once you've got those covered, work your way up to hourly and real-time monitoring.

Journeys

7 items

Journey failures can silently impact thousands of customers. These checks ensure your Journeys are running as expected.

1. Journey Status Changes

Hourly

Monitor for unexpected status transitions (Active to Stopped/Paused). Any unplanned status change is a red flag.

Threshold: Alert on any change from Active to Stopped or Paused

2. Journey Entry Count

Daily

Track how many contacts are entering each Journey. A sudden drop or spike could indicate upstream data issues.

Threshold: Alert if entry count drops >50% vs. 7-day average

3. Journey Goal Attainment

Weekly

Monitor goal completion rates. A significant decline may indicate broken paths or content issues within the Journey.

Threshold: Alert if goal rate drops >20% vs. previous period

4. Journey Error Rates

Daily

Check for contacts hitting error states within Journey activities. Errors can cause contacts to exit silently.

Threshold: Alert on any error rate >1%

5. Journey Version History

Daily

Track when Journey versions change. Unauthorized or accidental edits can break active Journeys.

Threshold: Alert on any version change to a running Journey

6. Journey Wait Activity Backlogs

Weekly

Monitor contacts stuck in wait activities. Large backlogs can indicate timing or evaluation issues.

Threshold: Alert if wait queue exceeds expected volume by 2x

7. Journey Duration Anomalies

Weekly

Track end-to-end Journey completion time. Unusual delays may indicate performance or logic issues.

Threshold: Alert if avg duration exceeds baseline by >50%

Automations

7 items

Automations are the backbone of SFMC data processing. A broken Automation can cascade into downstream failures across your entire environment.

 8. Automation Run Status

Hourly

Monitor for failed, errored, or skipped runs. A single failed run may be a fluke; consecutive failures need immediate attention.

Threshold: Alert on any Error or Skipped status

 9. Automation Last Run Time

Hourly

Verify that scheduled Automations actually ran when expected. A missed run may not generate an error.

Threshold: Alert if last run is >2x the expected schedule interval

 10. Automation Schedule Adherence

Daily

Compare actual run times to scheduled times. Drift can indicate platform performance issues.

Threshold: Alert if run starts >15 minutes after scheduled time

 11. Automation Step-Level Errors

Hourly

Check individual steps within Automations. The overall Automation may show "Complete" even if a step failed.

Threshold: Alert on any step-level error

 12. Automation Duration Trends

Daily

Track how long each Automation takes to complete. Increasing duration may indicate growing data volumes or performance issues.

Threshold: Alert if duration increases >50% vs. 30-day average

13. Automation Queue Depth**Hourly**

Monitor how many Automations are queued to run. High queue depth indicates platform resource constraints.

Threshold: Alert if queue depth exceeds 10 pending runs

 14. Automation Enabled/Disabled Status**Daily**

Track whether Automations are enabled. Someone may accidentally disable a critical Automation.

Threshold: Alert on any status change from Active to Inactive

Data Extensions

6 items

Data Extensions are the foundation of SFMC personalization and segmentation. Stale or corrupted data leads to wrong messages sent to wrong people.

 15. Data Extension Row Counts**Daily**

Monitor record counts for critical DEs. A sudden drop could mean a failed import overwrote data; a spike could mean duplicate imports.

Threshold: Alert if row count changes >10% from previous day

 16. Data Extension Freshness**Daily**

Track the "last modified" timestamp. Stale data means imports may have stopped without anyone noticing.

Threshold: Alert if DE not updated within expected refresh window

 17. Data Extension Import Success**Hourly**

Verify that scheduled imports actually completed successfully. Failed imports often fail silently.

Threshold: Alert on any import failure or partial import

 18. Data Extension Storage Usage**Weekly**

Monitor DE sizes against account limits. Hitting storage limits can cause import failures across your entire account.

Threshold: Alert at 80% storage capacity

19. Sendable DE Integrity

Daily

Verify that sendable DEs have valid subscriber keys and email addresses. Bad data causes send failures.

Threshold: Alert if null/invalid rate exceeds 1%

 20. Shared Data Extension Sync

Daily

If using shared DEs across Business Units, verify data is syncing correctly between BUs.

Threshold: Alert if sync lag exceeds 4 hours

Triggered Sends

4 items

Triggered Sends power your real-time transactional and behavioral emails. Queue issues mean customers aren't getting time-sensitive messages.

 21. Triggered Send Status

Hourly

Monitor for paused or stopped Triggered Send Definitions. A paused TSD means no emails are going out, even though API calls may succeed.

Threshold: Alert on any status change from Active

 22. Triggered Send Queue Depth

Hourly

Track the number of messages waiting in the send queue. Growing queues indicate delivery bottlenecks.

Threshold: Alert if queue exceeds 1,000 messages or grows for 3+ hours

 23. Triggered Send Error Rate

Daily

Monitor delivery failures and bounces. High error rates may indicate list quality issues or content problems.

Threshold: Alert if error rate exceeds 5%

 24. Triggered Send Volume Anomalies

Daily

Track daily send volumes. A sudden drop means something upstream stopped triggering sends.

Threshold: Alert if volume drops >50% vs. 7-day average

Platform & General

3 items

These cross-cutting checks help you catch systemic issues that affect your entire SFMC environment.

25. API Error Rates

Hourly

Monitor API call failures if you have custom integrations. Rising error rates can indicate authentication issues or rate limiting.

Threshold: Alert if API error rate exceeds 2%

26. User Audit Trail

Daily

Review user login activity and configuration changes. Unauthorized changes are a leading cause of unexpected failures.

Threshold: Alert on configuration changes to production assets

27. Cross-Object Dependencies

Weekly

Map dependencies between Automations, Journeys, and DEs. A failure in one can cascade to others.

Threshold: Document dependencies; alert on any upstream failure

That's a lot to check manually.

If this checklist feels overwhelming, you're not alone. Most teams spend 10-20 hours per week on these checks. And even then, things slip through the cracks.

Automate your entire checklist with Martech Monitoring

- ✓ Monitors all 27 items on this checklist — automatically
- ✓ Alerts you in minutes when something needs attention
- ✓ Single dashboard for your entire SFMC environment
- ✓ Set up in under 5 minutes, no coding required
- ✓ Free tier: 5 automations/journeys, forever

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