

Suppression Logic Launch Checklist

A Domain Methods worksheet for safer data activation workflows.

Use this before a reverse ETL sync, lifecycle audience, paid audience, alert, score, or AI workflow goes live.

1. Workflow and action

Workflow name: _____

Destination/tool: _____

Action this workflow can trigger: _____

Business owner: _____

2. Suppression categories

- Customers, open opportunities, or active renewals
- Sales-owned or strategic accounts
- Support escalations or at-risk accounts
- Churned, refunded, inactive, or suspended accounts
- Consent, opt-out, compliance, or region limits
- Low-confidence identity matches
- Stale or missing source data
- Human review required before action

3. Rule owners

Workflow owner: _____

Source-system owner: _____

Destination owner: _____

Suppression approver: _____

Rollback / pause owner: _____

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4. Pre-launch QA

- Review 5-10 excluded records from each high-risk category.
- Compare suppressed counts against expected audience size.
- Confirm destination rules cannot still reach excluded records.
- Block launch if only the data/platform owner has approved it.

5. Leakage monitoring

- First review date: _____
- Leakage signal to watch: _____
- Who receives alerts or examples: _____
- Pause rule: _____

6. Decision

- Launch if suppression categories, owners, samples, destination behavior, monitoring, and pause authority are all named.
- Caveat if exclusions work but one source has known freshness or identity risk.
- Pause if exclusions are implied, unowned, untested, or unsafe for AI-assisted action.