

Amazon SES – Increase Sending Limits

Case classification

Mail Type: Set as Transactional. Setting as Marketing Emails can cause deep review of your account. So start with transactional.

Website URL: It's Important to add your website, and ensure that you have some opt in-forms in your website.

Describe how you will comply with AWS Service Terms and AUP:

Mention that you will not send to anyone except your subscribers, and that you will validate the emails, and that you always read the terms and ensure you comply with it.

Describe how you will only send to recipients who have specifically requested your mail

Mention that you have some opt in-forms on your site and people can subscribe to your newsletters through the opt in-forms.

Describe the process that you will follow when you receive bounce and complaint notifications

If you are using Mailwizz or other applications that handles bounces and complaints automatically, then mention that, it's enough.

If not, then you need to mention how you are handling bounces.

Requests

Region: Select your Region.

Limit: Daily Sending Quote.

New Limit Value: Don't set a weird number like 1M or 100K. keep it small like 1000.

Case description

Example Case Description for a blog with weekly updates:

I have a website that I publish all my articles about "pet training" on, and I want to send my subscribers any newly published articles on a weekly bases.

I have some opt in-forms that people can use to subscribe to my newsletters.

and I ensure the validity of all emails by using third-party verification services when anyone tries to subscribe. in this way, I ensure almost 0% bounce rates.

Don't Use the Same Case Description!!!!

This is just to give you an idea how to fill it up.

By: Hassan Aboul Hassan – [H-educate](#)