

## Quiz: Simple Email Service

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1. In Simple Email Service, Deliverability refers to:
  - A. Likelihood that your email reaches intended recipient inbox
  - B. Likelihood that your email is accepted by SES for delivering
  - C. Likelihood that sender is trusted
  
2. In Simple Email Service, Reputation refers to:
  - A. Credibility of Cloud Email Service Provider as not a source of spam
  - B. Credibility of Sender IP address or Email address or Domain as not a source of spam
  - C. All the above
  
3. When sending emails, who can block emails?
  - A. Amazon SES
  - B. ISPs
  - C. Mail Box Providers
  - D. Recipients
  - E. All the above
  
4. Your application uses Simple Email Service for emailing subscribers. If there is a high rate of hard-bounce, what is the impact to your business and account?
  - A. Recipients are not well known to the sender
  - B. Negatively impact deliverability
  - C. Impact Reputation of sender
  - D. SES may lower sending limits
  - E. All the above
  
5. Soft bounce refers to emails that are rejected because of temporary condition and can usually be fixed by retries:
  - A. True
  - B. False
  
6. When a recipient reports your email as spam (assume email is sent using SES from your application), what can happen?
  - A. Customers may mark your email as Spam
  - B. Feedback from ISP back to SES
  - C. Feedback from SES to your SES account
  - D. All the above

7. You have a product download page that allows users to provide their email address and download product.

You also give an option to enroll in promotion emails that will allow your customers to receive up-to-date information and seminars.

Majority of the users are signing up to get promotional emails. You are noticing that your reputation is taking a hit with ISPs because of issues in email delivery. What could be causing this?

- A. Too many users are flagging your emails as spam
  - B. Users are putting in invalid email addresses
  - C. Your email content is suspicious in nature and is triggering an automatic spam classification
  - D. All the above
8. You are receiving a permanent delivery failure from ISP for an email address that was provided by a user. Your application logic is designed to retry sending emails after few hours. You are using SES for email communication. What can happen in this case?
- A. If you repeatedly try a hard bounce, your account may get flagged at ISP and SES may lower your sending limit
  - B. SES automatically retries after hard bounce. Your application does not need to retry
9. Which of these statements about Amazon Simple Email Service (SES) is incorrect?
- A. You need to verify your FROM address or Domain ownership
  - B. When you sign up for SES, your account is placed in sandbox
  - C. Sandbox allows only emails to be sent to verified TO addresses
  - D. You can email only to verified TO addresses irrespective of whether your account is in sandbox or not
10. How do you prove your identity to ISPs and Mailbox providers when you are sending emails?
- A. Sender Policy Framework (SPF)
  - B. Domain Keys Identified Mail (DKIM)
  - C. Both SPF and DKIM are recommended

Answers:

1. A – Deliverability - Likelihood of email delivered to inbox instead of marked as spam or blocked

2. C - Reputation – Measure of confidence that IP Address, Email Address or Sending Domain is not the source of spam
3. E – All of these participants deploy spam detection and can block emails
4. E – all the listed options can happen. Hard-bounce refers to emailing to an invalid address. This generally happens when subscribers put in invalid email contact.
5. A – True. Soft bounce refers to temporary conditions to issues with network or destination servers or mailbox full and so forth
6. D – When a spam is reported, it triggers multiple actions: customer may mark your email as source of spam, ISP may send a feedback to SES, SES would report the issue back to you.
7. D - All these factors impact your reputation and in turn affect the deliverability of emails.
8. A – Your account may get flagged for review. Hard bounces are not retried by SES
9. D – Your FROM address needs to be from verified email addresses and domains. To prevent fraud and abuse, new SES accounts are placed in a sandbox. Sandbox has several restrictions including number of emails you send per day and ability to email only to verified TO addresses. Once your request to move out of Sandbox is approved by AWS, you can email unverified To addresses.
10. C - Best practice is to setup email sending to comply with both the Sender Policy Framework and Domain Keys Identified Email methods. With SPF, you can prove that you own the domain from where emails are sent and verify the identity of mail servers. It helps prevent spoofing. DKIM confirms that nobody tampered your message and it also proves you own the domain as public key is published in your domain DNS server for verifying signature.