DMA·08

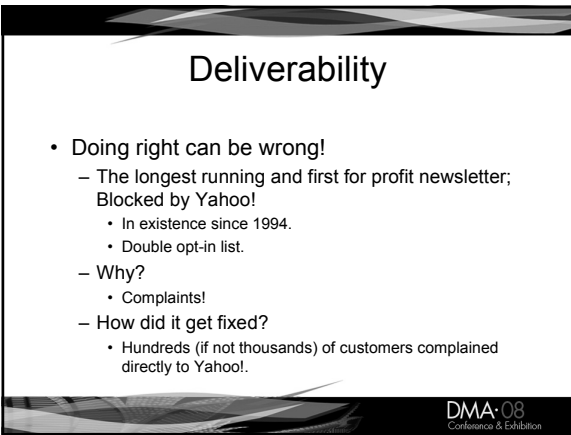## "Deliverability Best Practices"
Ted Roberts, Director of Deliverability and ISP Relationships

Silverpop

www.dma08.org

Deliverability

- Doing right can be wrong!
  - The longest running and first for profit newsletter; Blocked by Yahoo!
    - In existence since 1994.
    - Double opt-in list.
  - Why?
    - Complaints!
  - How did it get fixed?
    - Hundreds (if not thousands) of customers complained directly to Yahoo!.

DMA·08
Conference & Exhibition

What you need to know

- Authentication
- Reputation
- What to look for

DMA·08
Conference & Exhibition

Authentication

- Three types
  - Sender Policy Framework (SPF)
  - SenderID
  - Domain Key Identified Mail (DKIM)

DMA·08
Conference & Exhibition

Sender Policy Framework

- *SPF* authenticates the envelope `HELO` and `MAIL FROM` identities by comparing the sending mail server's IP address to the list of authorized sending IP addresses published by the sender domain's owner.
- Happens early in the SMTP communication.
  - Mail can be rejected without receiving the full body

DMA·08
Conference & Exhibition

Sender ID

- A *Microsoft* protocol derived from *SPF* that authenticates one of the header addresses.
- Normally uses the from address.
- Attempts to verify that the from domain allows email from a specific IP or Ips.

DMA·08
Conference & Exhibition

Domain Key Identified Mail

- A joint Cisco and Yahoo! Protocol.
- Uses public/private keys to encrypt / decrypt a part of the header.
- The up and coming authentication method

DKIM

- *"We have seen aggressive uptake of DomainKeys. More than 40% of our inbound traffic to Yahoo Mail is using DomainKeys. That's more than 1 billion messages a day with the open source version. DKIM is its successor. Within 18 months, all of the top financial institutions will use DKIM."* -- Mark Risher, anti-abuse product manager for Yahoo Mail

Reputation

- How does an ISP perceive <u>your</u> mailing habits?
  - Do you honor the ISPs technical requirements?
    - The number of concurrent connections?
    - The number of messages per connection?
    - The number of messages per day/hour/minute?

Reputation

- List hygiene
  - Complaints
    - What do you do with them?
  - Bad addresses
    - How many times do you send to addresses that don't exist?
  - Spam Traps

DMA·08
Conference & Exhibition

Reputation Services

- What are they?
- Sender Score
- Habeas
- Certified Mail
  - Goodmail

DMA·08
Conference & Exhibition

Blacklists

- There are _HUNDREDS_ of blacklists
- Three basic types
  - IP based
  - Domain based
  - URL based

DMA·08
Conference & Exhibition

Blacklists

- What blacklists are important to you?
- How often should you be checking?

Filtering

- ISPs do not give out information on their filters
- Filter vendors treat the specifics as trade secrets
- Does your messaging get through YOUR corporate filters?

Spam Assassin

- Most widely used
- Free
- Open Source
- Many Rule sets available

Spam Assassin

- Google "Spam Assassin Rules"
  - Over 56,000 hits
- A quote from one site
  - "A typical spam may score 3.0 points, but with a few SARE rule sets it will jump to 35.0!"

Spam Assassin

- A rule set against Business, Marketing and Education!
  - Subject lines containing
    - Improve your
    - Learn more
    - Low rates

Spam Assassin

- Business, Marketing and Education
  - Body contains
    - Expand your market
    - Urgent -
      - Assistance
      - Business
      - Notice
      - Proposal
      - Reply or Request or Response
    - Genuine opportunity
    - We offer
    - Millions of

Filters

- Innocent words can hurt you
  - "sizes to XXX"
  - SuperBowl XXX

DMA·08
Conference & Exhibition

For More Information

- SPF - www.openspf.org
- SenderID -
  www.microsoft.com/mscorp/safety/
  technologies/senderid/default.mspx
- DKIM - www.dkim.org

DMA·08
Conference & Exhibition