

# EMAIL BEST PRACTICES

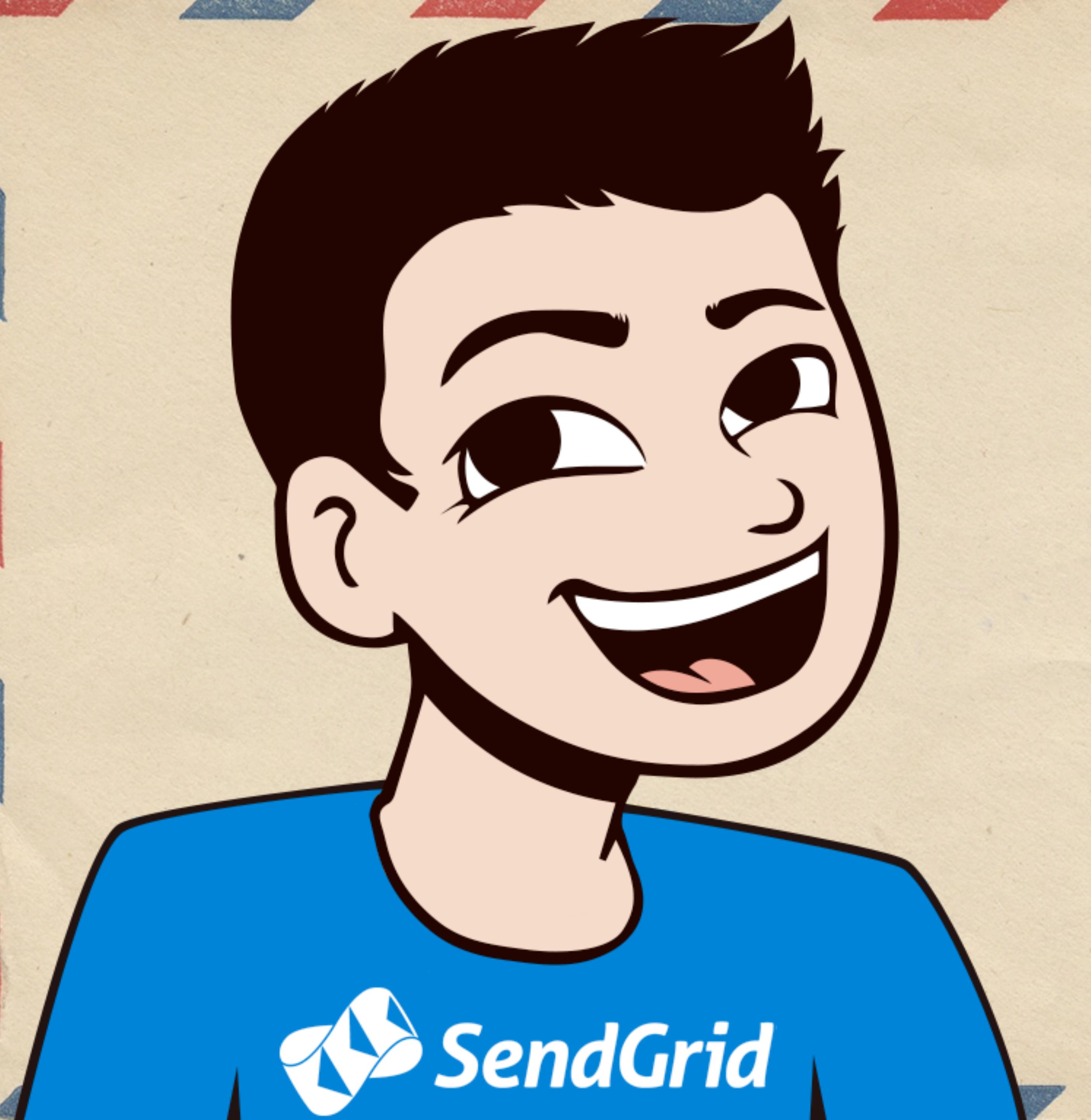
**NICK QUINLAN**

SendGrid Developer Evangelist

 nquinlan     @YayNickQ

**NICK.Q.ME/TALKS/EMAIL-PRACTICES**

**@YAYNICKQ**



HI, I'M  
**NICK**

@YayNickQ



*SendGrid*

**DOS / DON'TS**



# The Story of Email

**THE  
TOP  
TEN**







<http://www.flickr.com/photos/mangakamaidenphotography/5952261057/>

# DKIM

DomainKeys Identified Mail

# SPF

Sender Policy Framework

# DMARC

Domain-based Message Authentication, Reporting & Conformance

# **SPAM FILTERS**

# HUMANS

**90%+ OF EMAIL SENT IS  
SPAM**

**22% OF LEGITIMATE EMAIL IS  
NOT DELIVERED**



**USER NEEDS**

**DELIVERABILITY**

**NEEDS**

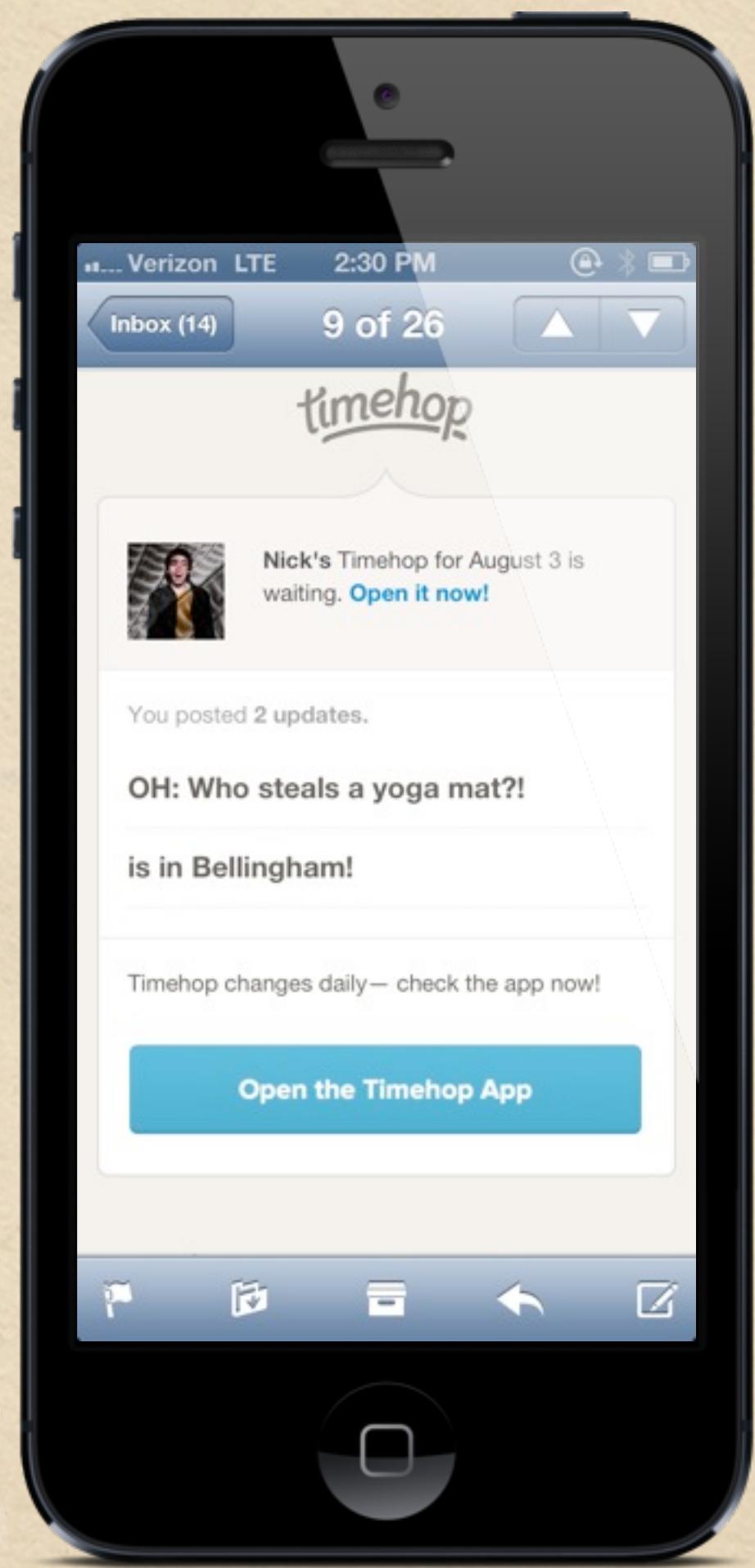
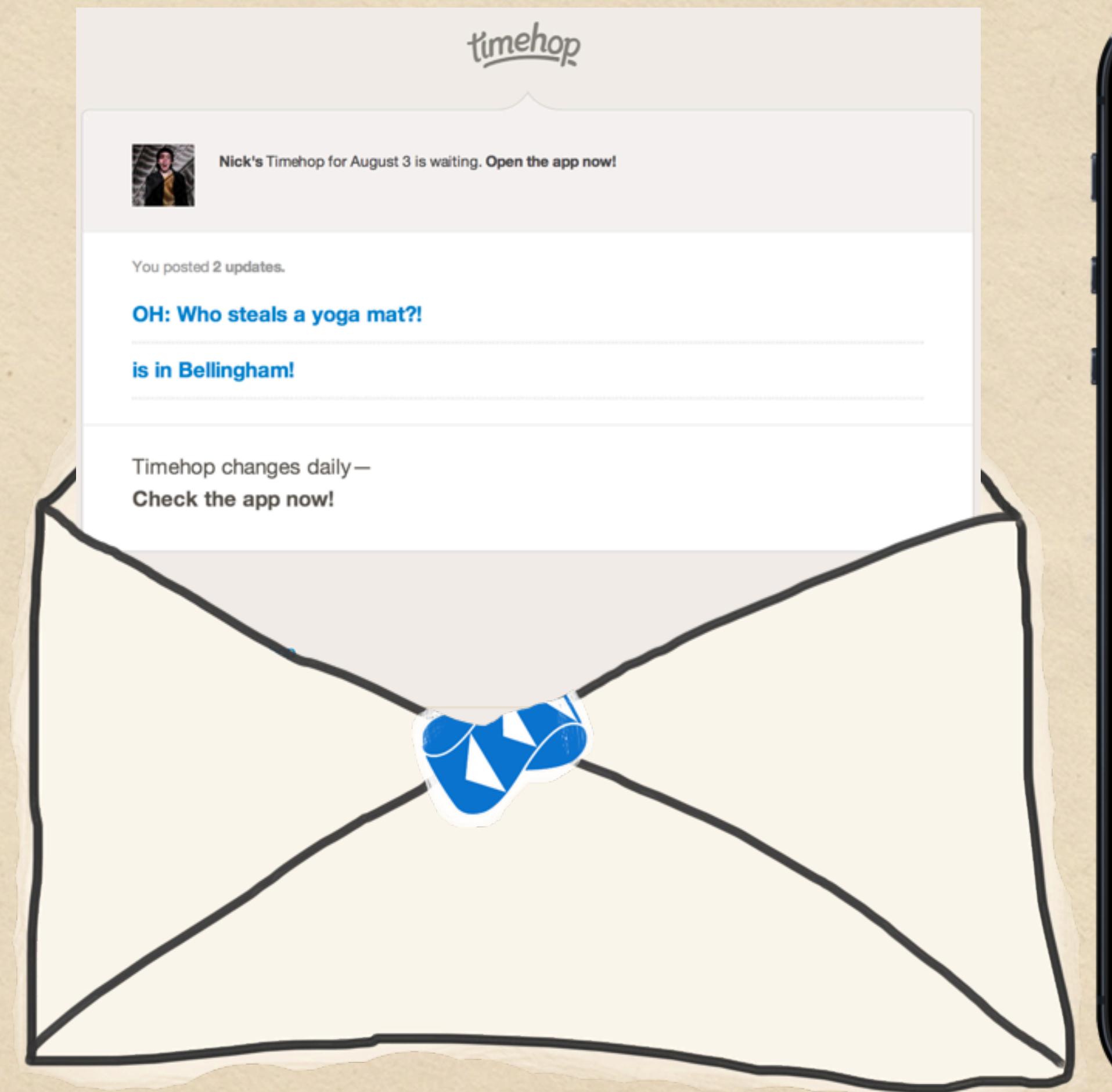
**ORG. NEEDS**

**DOS // DON'TS**

DO

# **RESPONSIVE EMAIL**

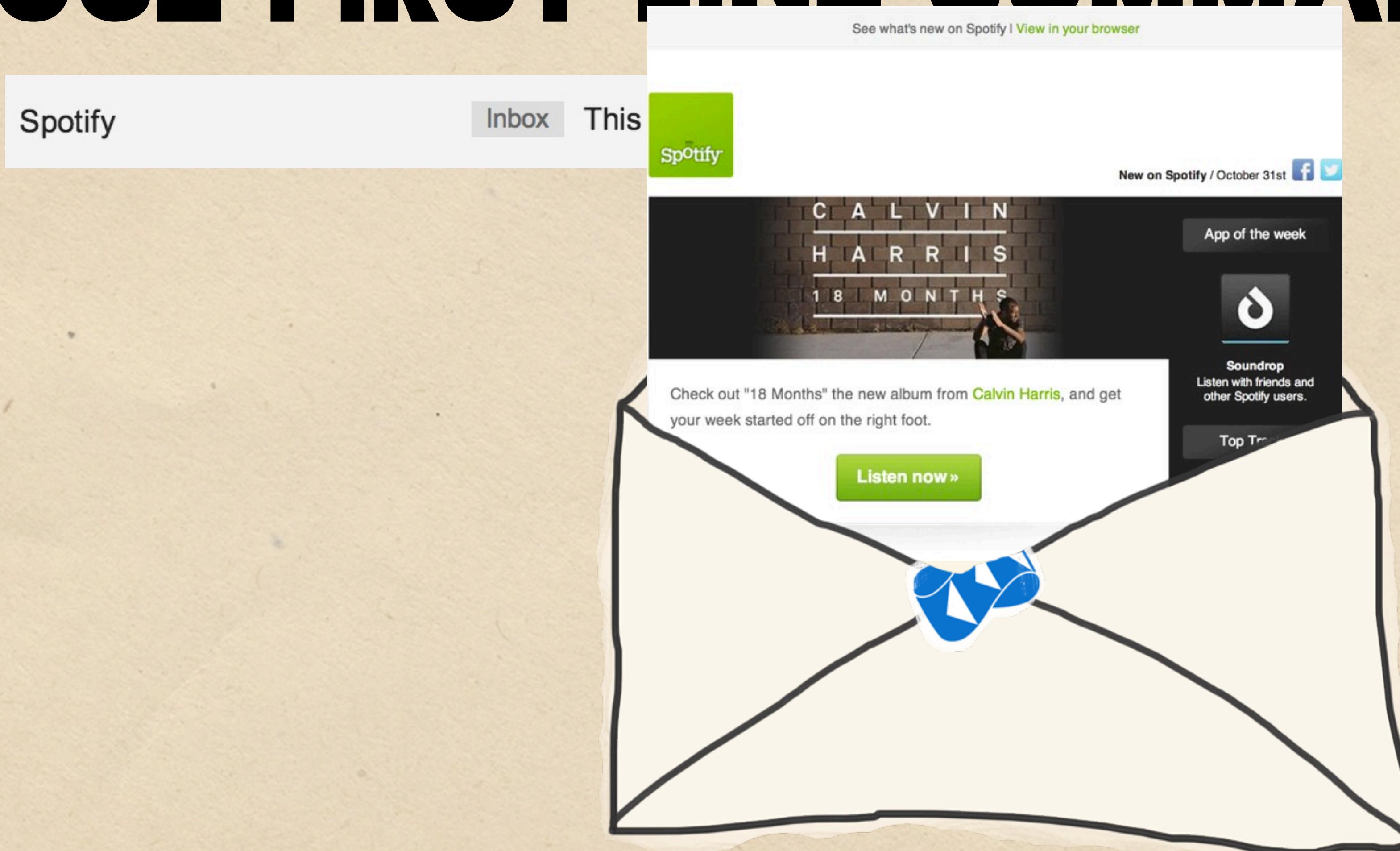
# RESPONSIVE EMAIL



# RESPONSIVE EMAIL

75%

# USE FIRST LINE SUMMARIES



# OPTIMIZE SUBJECT LINE

Nick Quinlan, Important Account Information

# SINGLE CALL TO ACTION

A graphic illustration of two hands holding a small globe, symbolizing global reach or impact.

**Project Update #6: Thank you!!!**

Posted by Planet Money [Like](#)

Wow. That was incredible. Is it really possible that over 20,000 of you will be joining us on our t-shirt journey? It's overwhelming.

We're very eager to get the reporting underway and start visiting the cotton growers, yarn spinners and garment manufacturers involved in the making of our t-shirts. To do that, we need one final step from you. In the next day or two, we'll be sending each of you a backer survey -- essentially, an order form -- where you can specify how many shirts you ordered, and which sizes and genders you'd like. The sooner you get that backer survey back to us, the sooner we can start making our shirts and telling their story.

We can't wait to hear back from you and get the final count: how many planet money t-shirts will we all be unleashing on the world!

Thanks so much. And of course, much much more to come!

Care to comment? [View this update on Kickstarter →](#)

Want to get these notifications straight to your phone?  
[Download the Kickstarter app](#)

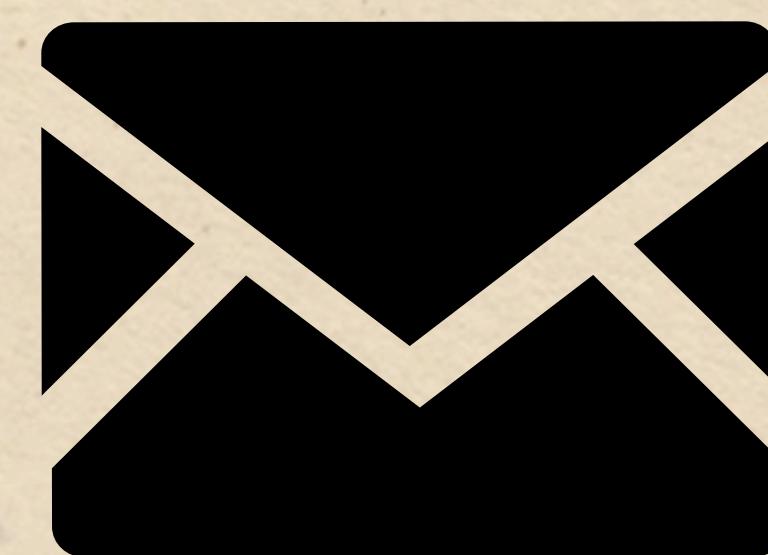
**tumblr.**

35 East 21st St, 10

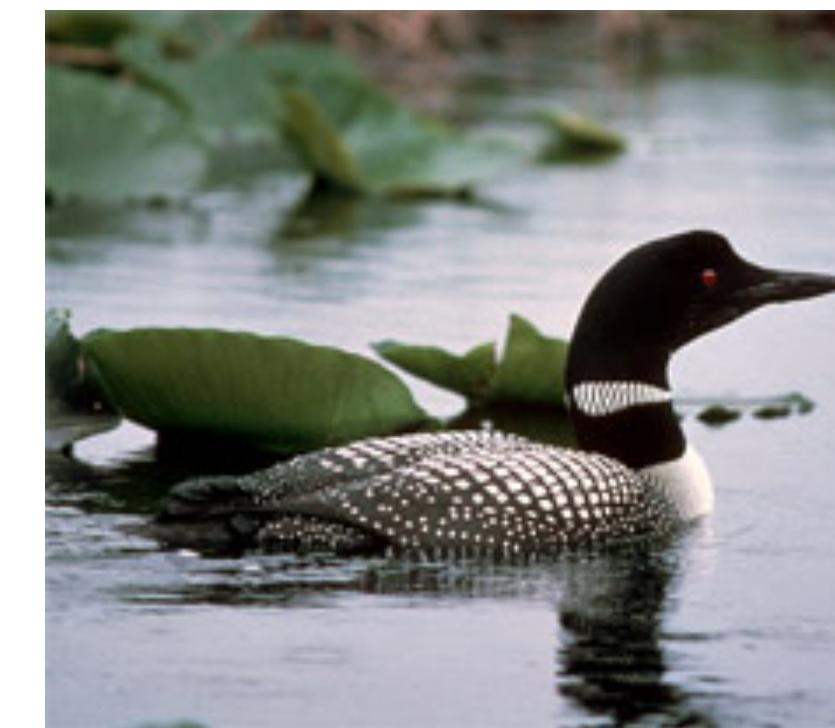
Forgot your password? Reset it below:

[Reset password](#)

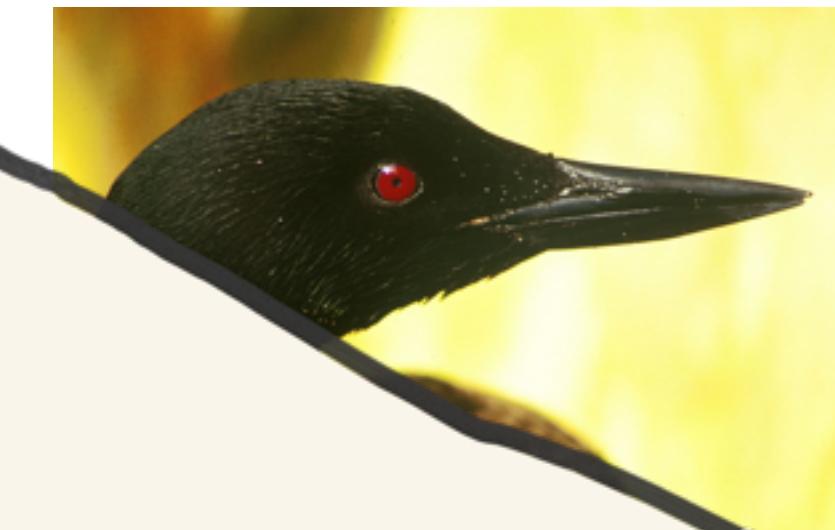
# MONITOR ENGAGEMENT



# MAINTAIN GOOD TEXT-TO-IMAGE RATIO



The **Great Northern Loon** (*Gavia immer*), is a large member of the [loon](#), or diver, [family](#) of birds. The species is known as the **Common Loon** in [North America](#) and the **Great Northern Diver** in [Eurasia](#); its current name is a compromise proposed by the [International Ornithological Committee](#).



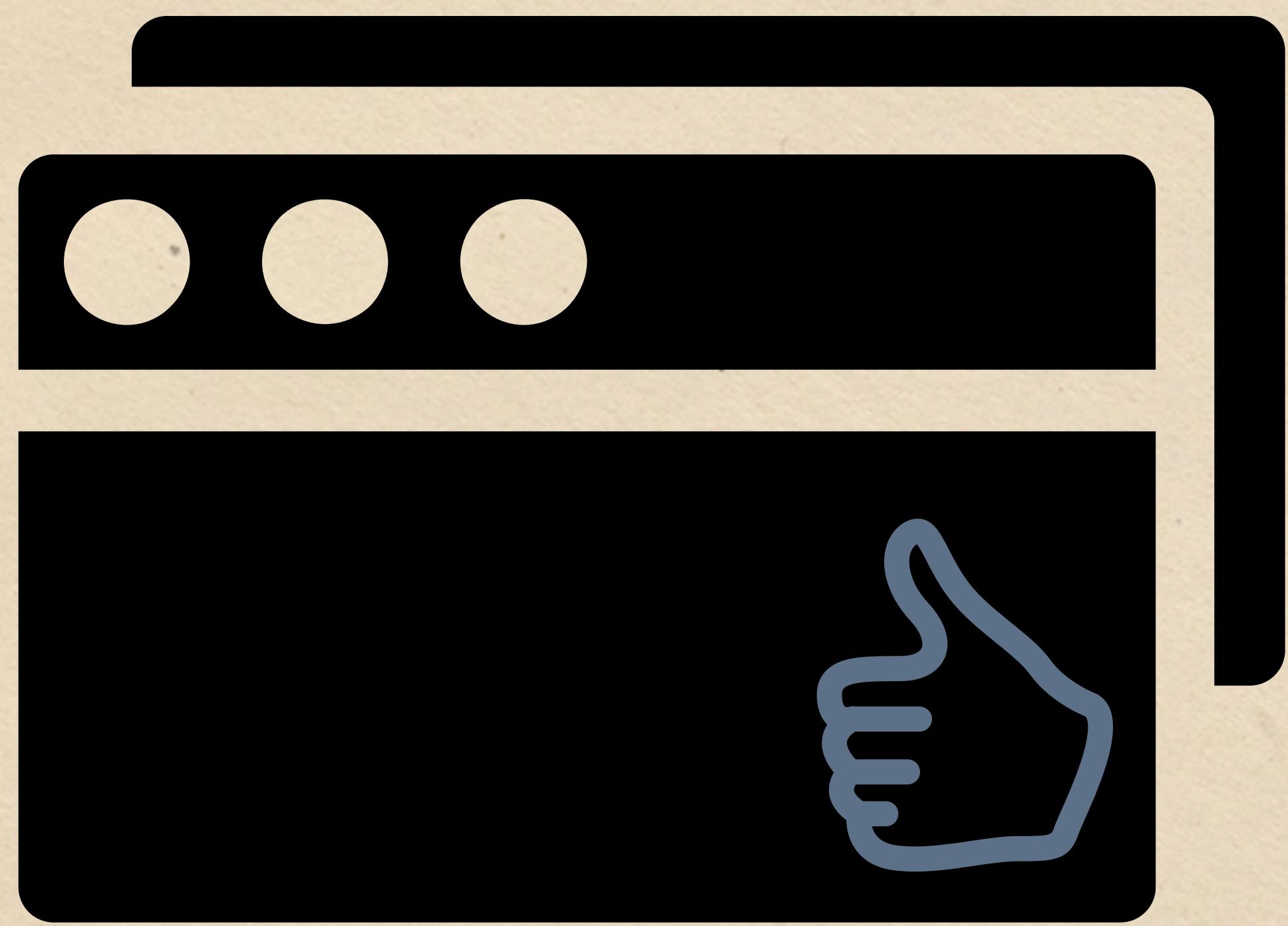
This [species](#), like all divers, is a specialist [fish-eater](#), catching its prey underwater diving as deep as 60 m (200 ft) [2]. Freshwater diets consist of [sunfish](#), [trout](#), and [whitefish](#). Saltwater diets consist of [herring](#), [cod](#), [mackerel](#), [salmon](#), and [shrimp](#).

# GIVE EMAIL PROVIDERS AS MUCH INFO AS POSSIBLE

**Return-Path:** <bounces+3843-296d-nick=sendgrid.com@email2.songkick.com>

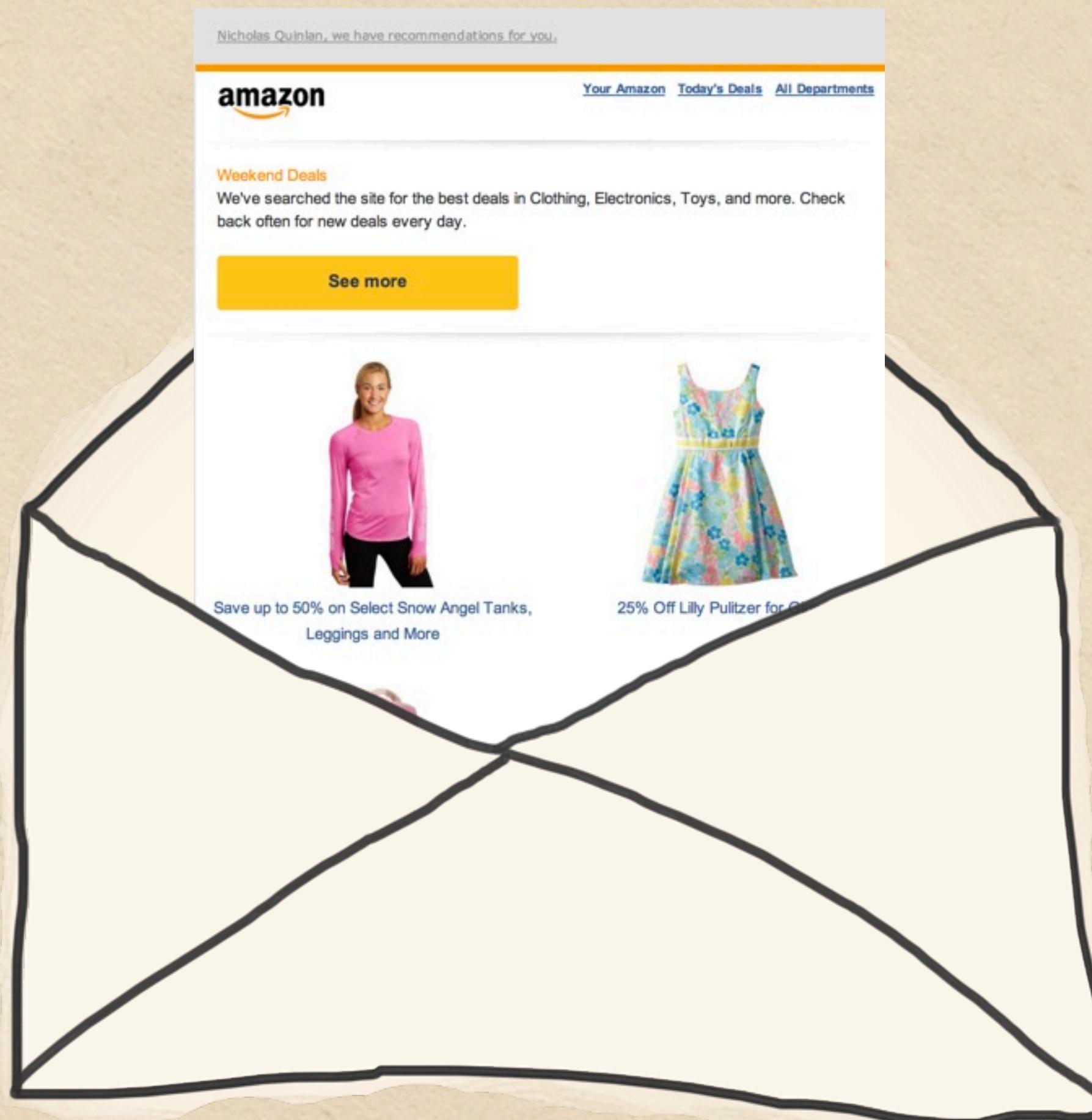
**Received-SPF:** pass (google.com: domain of bounces+3843-296d-nick=sendgrid.com@email2.songkick.com designates 208.115.214.41 as permitted sender)  
client-ip=208.115.214.41;

# REQUIRE DOUBLE OPT IN

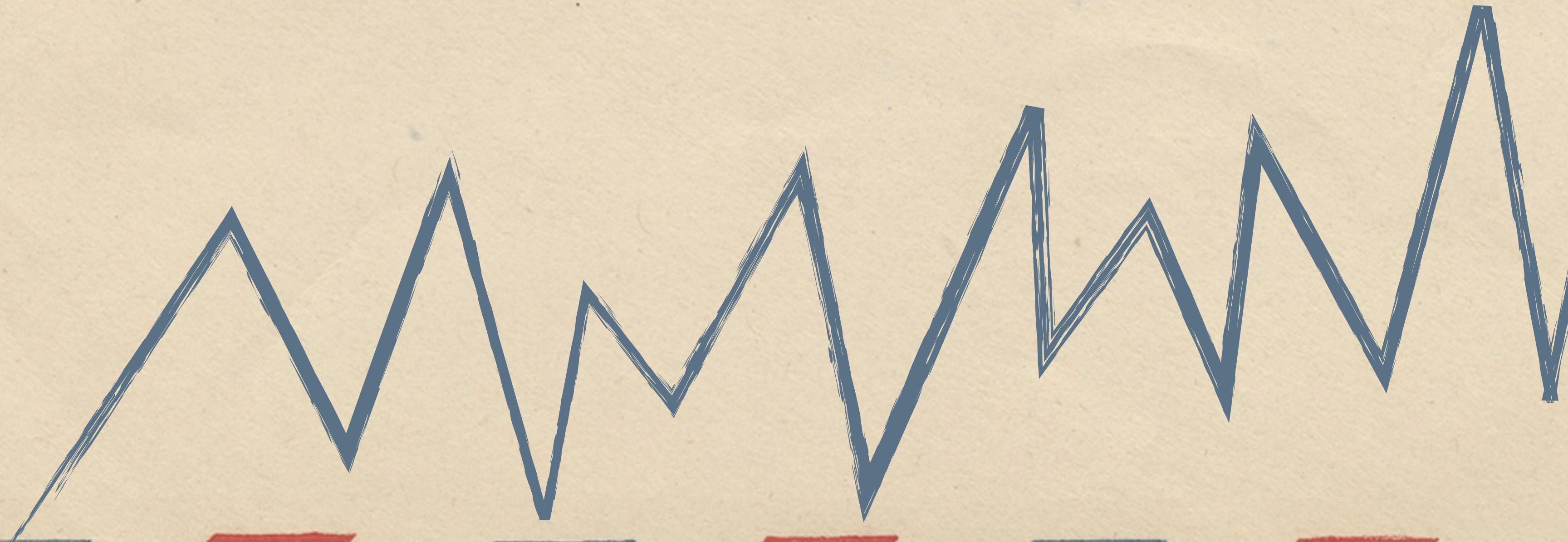


**DON'T**

# IRRELEVANT EMAIL



# SPIKE VOLUME



# SEND

## ENGLISH

Compliments and good day to you and your family.

I write you this mail as a reminder once more having waited patiently for your response to my initial contact with you through snail mail.

However since I assume you did not get it I want to use this medium even though it might not be the best form of communication in matters like this due to the ever growing disbelief and illicit scams and fraud associated with it, I seem to have no choice than to make use of it, coupled with the fact that it might be just perfect due to the ability to redeem time.

Without wasting much of your time I am Mrs Ala Melkumyan, from Tai Yau Bank Hong Kong I want to bring you into a business venture which I think should be of interest and concern to you, since it has to do with a perceived late family member of yours, this is because there is a substantial amount of funds which I suspect is tied to a distant family member of yours.

However I need to be sure that you must have received this communication so I will not divulge much information about it until i get a response from you.

Kindly respond back to me. on my private email: [alamelkumyan331@yahoo.com.hk](mailto:alamelkumyan331@yahoo.com.hk)

Best Regards,  
Mrs Ala Melkumyan

### Untitled Question

Option 1

**Submit**

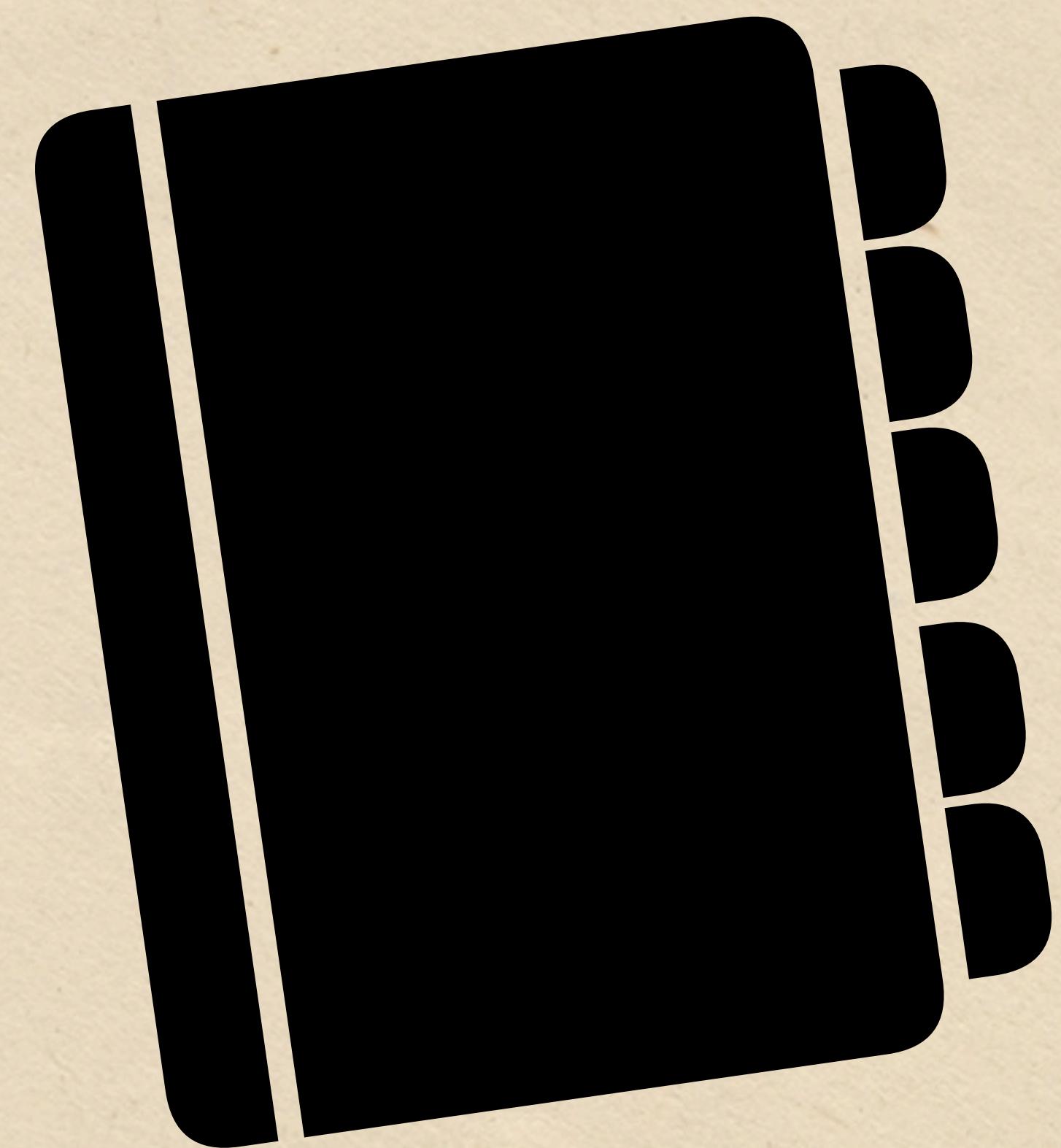
Never submit passwords through Google Forms.

# TENT

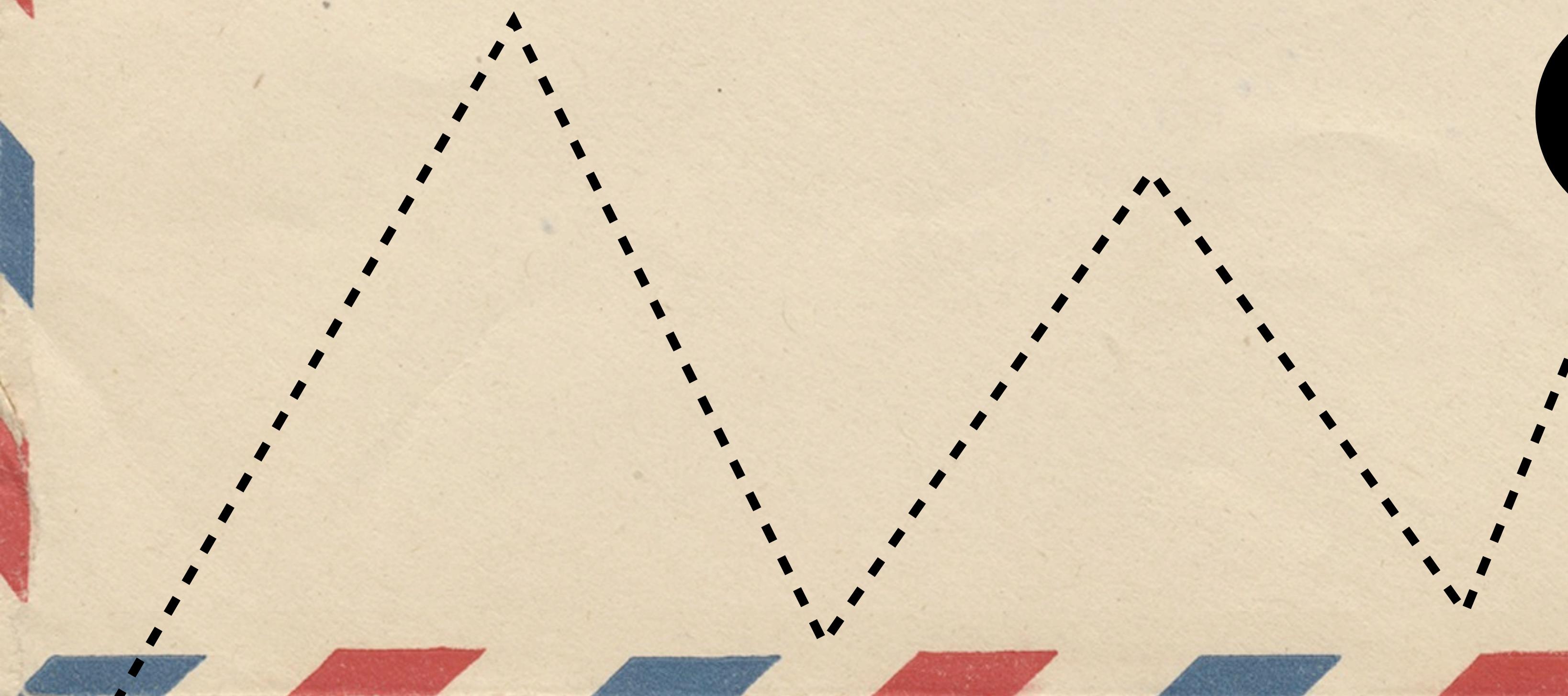
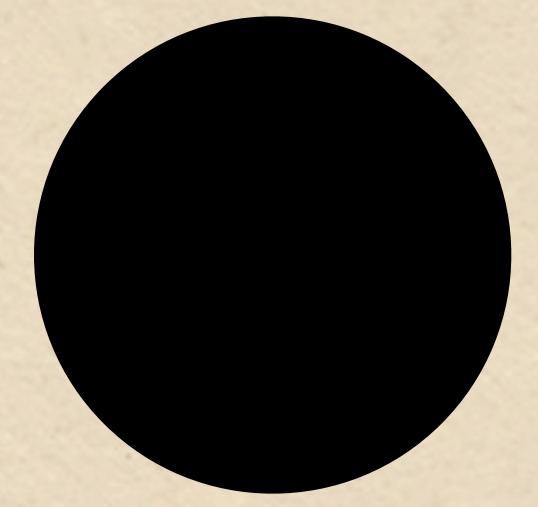
# LINK WEIRDLY

```
link_to(  
  "http://example.com/",  
  "http://example.com/?  
    utm_source=transactional&utm_medium=email&utm_campaign=password+resets"  
)
```

# ALLOW ADDRESS BOOK UPLOADS



# SEND TO BOUNCING ADDRESSES



# GET BLACKLISTED



# **BUY LISTS**

**HOW**

**USE AN EMAIL  
SERVICE PROVIDER**

# WHY USE AN EMAIL SERVICE PROVIDER? MESSAGE SIGNING

**Received-SPF:** pass (google.com: domain of bounces+3913-0137-nick=sendgrid.com@email.foursquare.com designates 74.63.202.105 as permitted sender) client-ip=74.63.202.105;

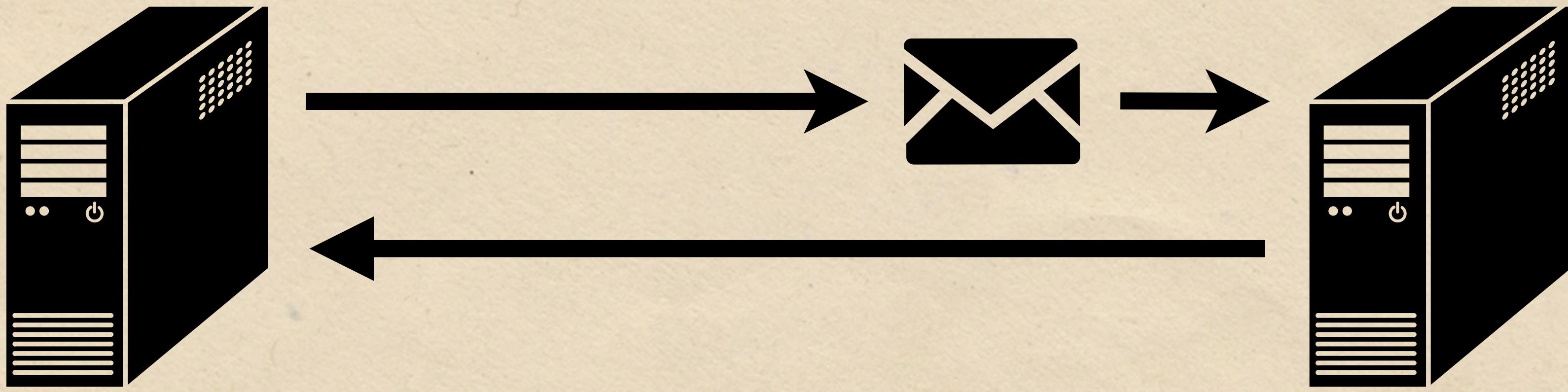
**DKIM-Signature:** v=1; a=rsa-sha1; c=relaxed; d=sendgrid.info; h=from:to:subject:mime-version:content-type:x-feedback-id; s=smtpapi; bh=69v3kGJroZBeMYhW8tsFjw5YpX8=; b=qij5qunArlK2MYD3RqN1vHiLvfCskTxO5xs6g3SPFpiouxXKT06un3FIIdPWrlvH62FTdKTF9/0Ddcqp0GrDBm4yvU+ldXDa0IcRAooLeU9hrj/NRm72DvrBxvLnJ+OGC25jmqkrkJdLqIicW9CK9I+b5i53tQoNVhq5Q7OXCHA=

**DKIM-Signature:** v=1; a=rsa-sha1; c=relaxed; d=foursquare.com; h=from:to:subject:mime-version:content-type; s=smtpapi; bh=69v3kGJroZBeMYhW8tsFjw5YpX8=; b=Pt370riqqlRYqusHIpRgiwEBY2mNEoYn8bSOeL02RRt6hhVSBY03Ky4XKU8pZ+VH4+29w+5WIjwpAAgo6ICL8hd9t9PxQz+Bje1CZdd1Yna+G/e6961M7tXdnTpobPDxCHwlQ3OsJ4SJI86svtzgpgukmXPWqHDaBE3XBQpeD0=

**DomainKey-Signature:** a=rsa-sha1; c=nofws; d=foursquare.com; h=from:to:subject:mime-version:content-type; q=dns; s=smtpapi; b=TeSjE//icrwTx4w50Ub+HBcvyUvp cdr+WAicZeK382vx+b/uuPaPyzpVwvSWwC+91MS1HJB0Z4cOUCx b6ndXU67dyiliQMuiqDy9KKNGgTGxeK2mdXF5i03i8/yGDers1tXVvRijsOVKzxjpWV7ypUMmZxlZUveYGcrIv8JpM=

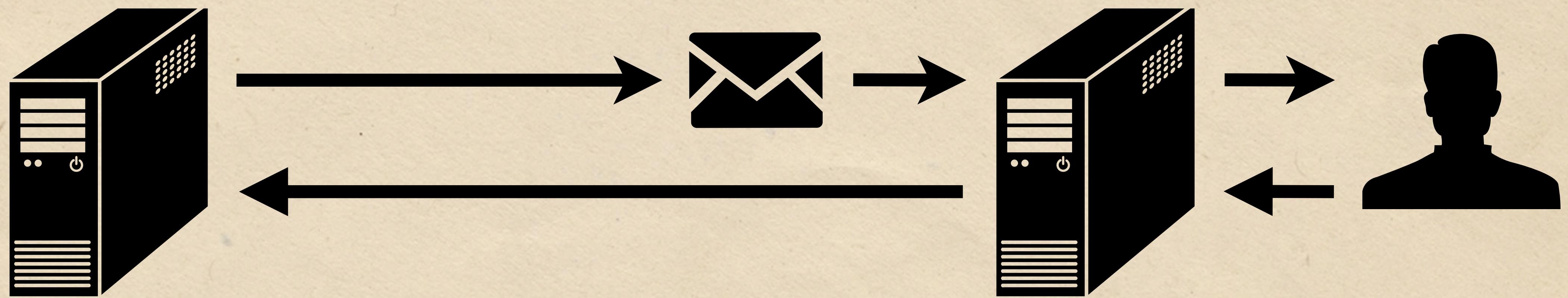
# WHY USE AN EMAIL SERVICE PROVIDER?

## BOUNCE MONITORING & SUPPRESSION



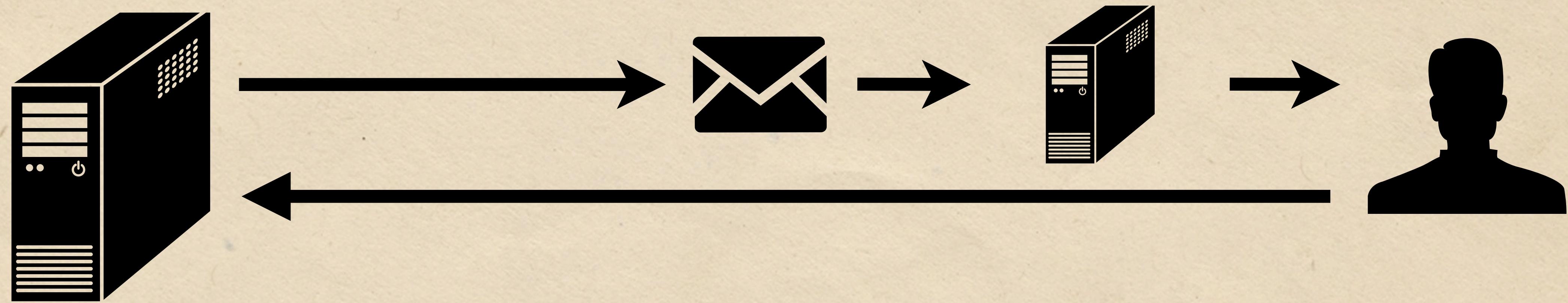
Return-Path: email+bounce-1234@your-domain.com

# WHY USE AN EMAIL SERVICE PROVIDER? FEEDBACK LOOPS

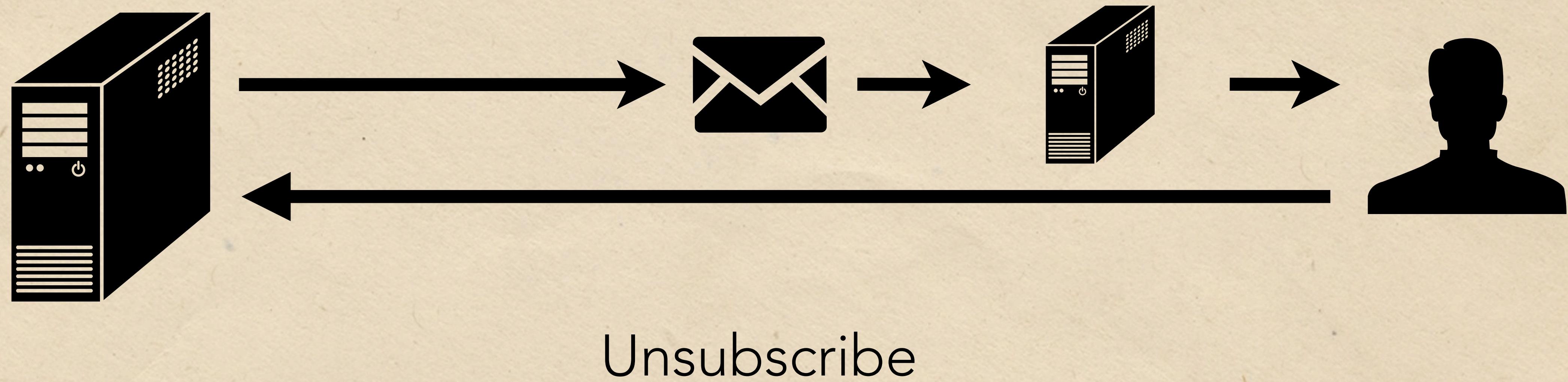


# WHY USE AN EMAIL SERVICE PROVIDER?

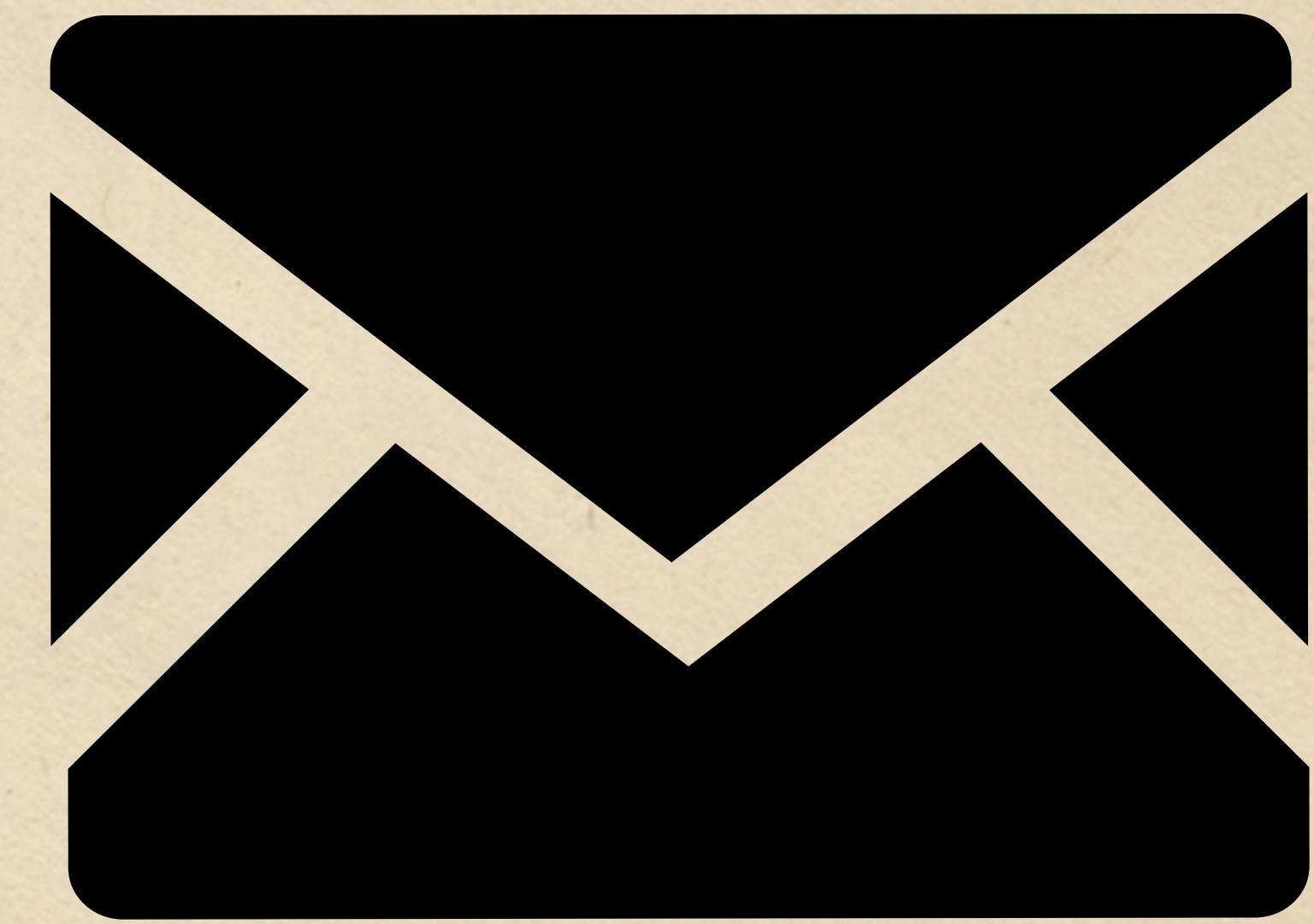
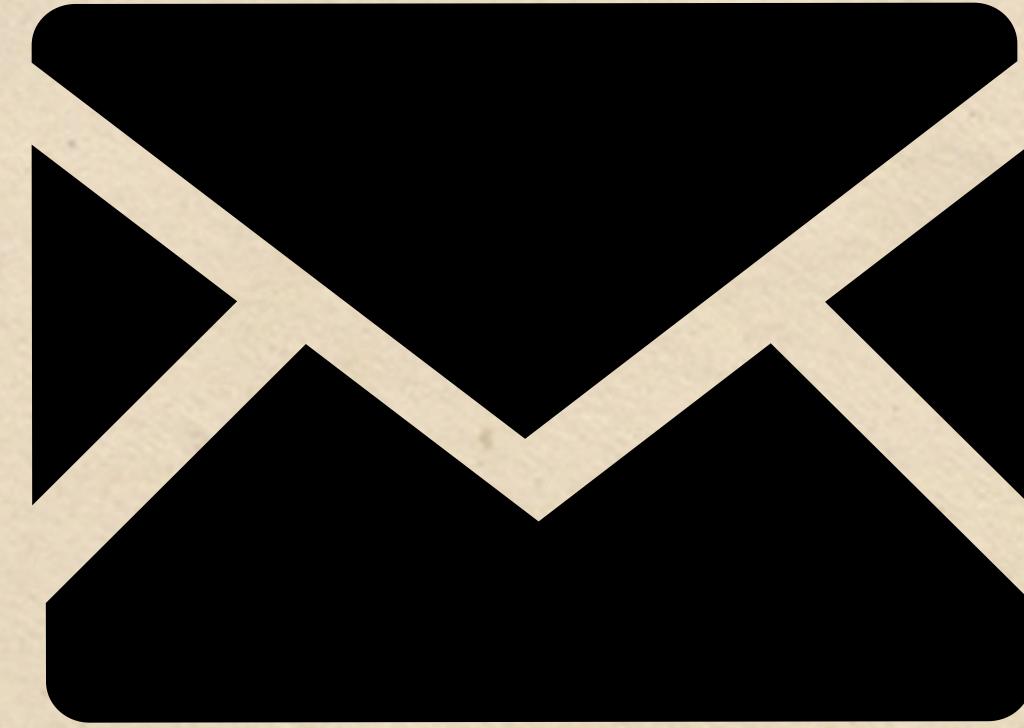
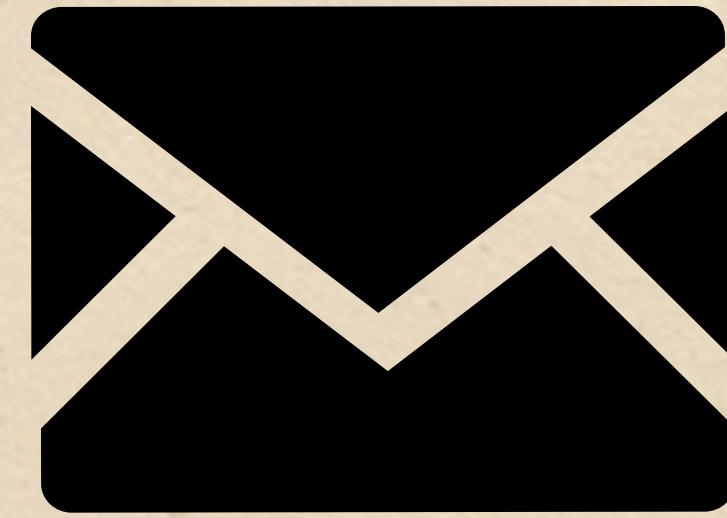
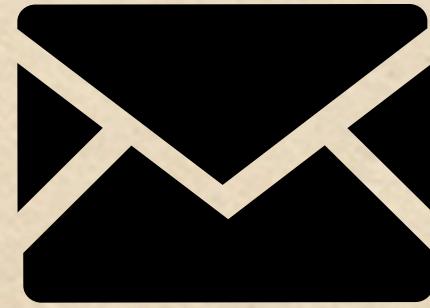
## ENGAGEMENT MONITORING



# WHY USE AN EMAIL SERVICE PROVIDER? **SUBSCRIPTION TRACKING**



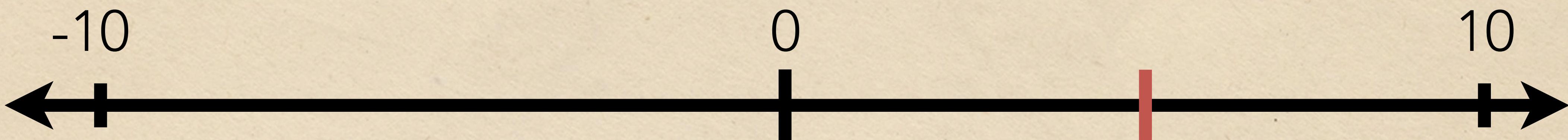
# WHY USE AN EMAIL SERVICE PROVIDER? **SCALABILITY**



**CHECK CONTENT**

# CHECK CONTENT

## SPAM ASSASIN



- 0.3 NO\_REAL\_NAME From: does not include a real name
- 0.7 ADDR\_NUMS\_AT\_BIGSITE Uses an address with lots of numbers, at a big ISP
- 0.9 FROM\_ENDS\_IN\_NUMS From: ends in numbers
- 1.6 FROM\_STARTS\_WITH\_NUMS From: starts with nums
- 0.3 RCVD\_NUMERIC\_HELO Received: contains a numeric HELO
- 2.1 FROM\_WEBMAIL\_END\_NUMS6 From webmail service and address ends in numbers
- 1.1 FROM\_NUM\_AT\_WEBMAIL From address is webmail, but starts with a number
- 0.1 HTML\_FONTCOLOR\_RED BODY: HTML font color is red
- 0.4 HTML\_FONT\_INVISIBLE BODY: HTML font color is same as background
- 0.1 MIME\_HTML\_ONLY BODY: Message only has text/html MIME parts
- 0.0 HTML\_MESSAGE BODY: HTML included in message
- 0.1 HTML\_FONT\_BIG BODY: HTML has a big font
- 0.5 HTML\_40\_50 BODY: Message is 40% to 50% HTML
- 0.5 FORGED\_YAHOO\_RCVD 'From' yahoo.com does not match 'Received' headers

# **CHECK CONTENT** BEFORE SENDING

- mail-tester.com
- Postmark SpamCheck

# CHECK CONTENT **ON THE FLY**

gem postmark\_spamcheck

```
mail = Notifier.owner(comment)
score = PostmarkSpamcheck.score_for(mail.to_s)

if score < 5
  mail.deliver
end
```

# **MONITOR ENGAGEMENT**

# MONITOR ENGAGEMENT

```
match '/webhooks-mails/event', to: 'EmailHandler#event', via: :post

class EmailHandlerController < ApplicationController
  skip_before_filter
  protect_from_forgery :except => :create

  def event
    render nothing: true
    # do stuff
    # like saving the data
  end
end
```

**GIVE ESPS  
INFORMATION**

# GIVE ESPs INFORMATION **SIGNING**

- DKIM
- SPF

# GIVE ESPs INFORMATION PROTECTION

header Require-Recipient-Valid-Since

**Require-Recipient-Valid-Since: #{email}; #{date}**

```
class Notifier < ActionMailer::Base
  def owner(user)
    headers['Require-Recipient-Valid-Since'] =
      "#{user[:email]}; #{DateTime.parse(user[:confirmation_datestamp]).rfc3339}"
    mail(to: user[:email], subject: "Someone commented on your post!")
  end
end
```

**MONITOR  
REPUTATION**

# **MONITOR REPUTATION**

[multirbl.valli.org](http://multirbl.valli.org)

[250ok.com](http://250ok.com)

# MONITOR REPUTATION

ReturnPath

“Think longterm and do the right thing.”

– Paul Kincaid-Smith

# EMAIL BEST PRACTICES

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SendGrid Developer Evangelist

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