

## **White Listing Document:**

Learnwise-Go uses SendGrid, one of the largest PaaS for email delivery and implements all the recommended practices for ensuring higher probability of email delivery to end recipients including Domain authentication.

As you know, domain authentication, formally known as domain white label, shows email providers that SendGrid has your permission to send emails on LearnwiseGo's behalf.

Explicitly stating that it comes from LearnWiseGo increases the reputation with email service providers which makes it much less likely that they will filter the mail and not allow it get to recipient's inbox, which increases the deliverability.

We are also explicitly showing your recipients that this email comes from LearnWiseGo, so they are less likely to mark the mail as spam. Domain authentication allows SendGrid to handle the signing of DKIM and authentication of SPF for outbound email with CNAME records.

Please note that even though on the sending side, we have set both DKIM and SPF (via Domain authentication), it does not guarantee 100% delivery of emails. There are too many other factors which also could potentially cause a receiver to mark a mail as spam:

1. Spam filters blocking SendGrid by marking SendGrid as spam server itself
2. Spam filters also look at the content of the email – if the link to text ratio or images to text ratio is high, mail is marked as spam. Different spam filters have different thresholds
3. IP address used by SendGrid to send emails has been marked as spam server
4. User explicitly marking email as spam
5. Too many emails generated to same domain within a short span of period (mass emailing)

## **Solution:**

To send an email out from Learn-WiseGo Administrator to all your users telling them to not mark emails from LearnWiseGo as Spam.

Add the IP Address 168.245.118.31 to your email server SPF record.

Ensure these are whitelisted:

- mail.learn-wize.com
- mail.learn-wise.com
- mail.learn-wisego.com