




E-MAIL AUTHENTICATION  
SUMMIT II


## Marketing Breakout Authentication Best Practices & Lessons Learned

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## Why Authenticate all E-mail?


- Discussion items:
- ISP implementations and filtering results
- Fraud protection
- Technique implementations
- Bulk vs. Corporate (BtoB) vs. Customer Service (1to1)



## What Needs To Be Authenticated?

Discussion items:


- Determine identity to assert (authenticate)
- Use of sub-domains, dedicated domains and service provider domains
- Ties to email reputation



## Easily Enabling Authentication

Discussion items:


- Working with IT departments
- Working with vendors and email service providers
- Checklists and resources



## Monitoring & Testing Success

Discussion items:


- ISP recognition and follow-through
- Authentication continuity
- Failure recognition



## Lessons Learned

Discussion items:

- ISP consistency
- Sender mistakes
- Deliverability impacts
- Third party services
- Crypto developments
- Building on to increase deliverability



## Top 5 Recommendations

1. Authenticate all sources, including BtoB and 1to1.
2. Avoid overly broad uses of a single domain, consider splitting into subdomains, and shy away from uses of vendor or partner domains.
3. Build testing and monitoring into your game plan and check authentication records when making network or program changes.
4. Include all vendors and email service providers in your testing and monitoring plans and consider consolidating these platforms and services.
5. Keep track of ISP authentication adoption and filtering changes and plan on implementing more rigorous authentication methods in the future.



## Resources

- [www.emailauthentication.org](http://www.emailauthentication.org)
- [www.espcalition.org](http://www.espcalition.org)

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