

E-MAIL AUTHENTICATION SUMMIT II

Accountable Email: *Building on authentication*

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MESSAGING NEWS

Overview


- Definitions –authentication, reputation, accreditation
- Business value
- Why you should care about reputation
- Building on reputation, the value and role of accreditation programs
- Steps towards building or improving email reputation

Your email reputation cannot be bought ... it has to be earned!

- Every sender has a reputation – good or bad – based on their email history
- Reputation impacts sender's email delivery
- Sources of email reputation data used by ISPs, anti-spam solutions and enterprises
 - *Negative Reputation: Blacklists e.g., SORBS, SBL, SpamCop*
 - *Positive Reputation: Whitelists e.g., BondedSender, Habeas, ISIPP*


Definitions

- Authentication – Your drivers license
- Reputation - How you drive
- Accreditation – Certification earned by going to driving classes and passing tests
- Accreditation service – certifies customers as meeting pre-defined certification criteria
 - e.g., Goodmail, ISIPP
- Reputation service – scores email practices of many email senders; credit repair services
 - e.g., Habeas, ReturnPath




Authentication and Reputation

- Authentication forms the basis for reputation
 - But identity alone is not enough, senders need positive email reputation
- Reputation -you control your reputation
 - Major elements are: end user complaints, end user voting (Spam fighter program), spam trap hits, unknown user rates, volume profile over time, sending infrastructure (rDNS, etc.)
- Accreditation – 3rd party validation
 - You must have a good reputation to earn accreditation from a 3rd party



Why You Should Care

- Benefits of authenticated email
 - Ability to apply reputation
 - Improved deliverability
 - Reduced false positives and false negatives
- Mail fails authentication (or not authenticated)
 - Junked, deleted, or warning
- Mail passes authentication
 - Alone does not mean it is good mail
 - Senders reputation is then applied
 - Adds to the mails “trust worthy score”
 - Inbox, Junk or bulk Mail folder or hard deleted




Programs for senders

- Business value
 - Ability to bypass ISP filters
 - Full message functionality
 - Improved deliverability and open rates
- One size does not fit all
 - Small business vs enterprise
 - Mailing size & frequency
 - Newsletters
 - Transactional email
 - Marketing email




Industry Insights & Solutions

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Panel Discussion

- What can a marketer do to influence their reputation?
- I am on an ISP's block or black list - what can I do?
- What proactive steps can I take with MAPS, Spamcop, Spamhaus, and SPEWS?
- What are the benefits of a commercial accreditation or reputation program? At what point or size should I consider one?




Panel Discussion

- Should there be multiple components in a reputation measurement?
- Is it important to implement all authentication protocols?
- Should different sender business models and message types be subject to different reputational standards or measurements?



Recommended steps for building reputation

1. List hygiene: do everything possible to get valid email addresses *prior* to mailing.
2. Make consent memorable and be clear about what you will be emailing subscribers.
3. Track permission.
4. Audit your list.
5. Be vigilant with bounces.
6. Research to see if you are on blacklists.



Recommended steps for building reputation

1. Understand and benchmark your current email reputation.
2. Measure your delivery rate to ISP *inbox*.
3. Sign up for ISP feedback loops (e.g., AOL, MSN) and unsubscribe properly.
4. Be vigilant – email reputation and delivery is dynamic (ISP policy changes, by campaign, blacklisting, etc.)