Delivery Management

We don’t leave successful delivery to chance

The successful delivery of your e-mailings is our main job. AGNITAS has actively participated in the German DDV Code of Ethics for e-mail marketing as well as in the Certified Senders Alliance (CSA) of the DDV (German Dialog Marketing Association) and eco (Association of the German Internet economy).

We take a wide range of measures to ensure that your e-mail delivery quota is as high as possible.

Whitelisting through CSA membership and ISP relations

▶ AGNITAS has a whitelisting with all relevant freemailers and Internet Service Providers (ISPs) with the result that a large proportion of e-mails are not first checked for spam, but are placed directly in the Inbox.
▶ Participation in the Certified Senders Alliance (CSA), the central whitelist for e-mail senders, additionally ensures delivery with those providers who participate. Should mailings be accidentally classed as spam (false positives) we have direct contact persons at the providers and freemailers in order to quickly remedy problems.

Extensive range of technical measures

We take a number of measures to stop your mailings being erroneously classified as spam:

▶ Reverse DNS: A Reverse DNS entry aligns the IP address of a server with a domain. If there is no agreement, the mail is rejected.
▶ X-CSA-Complaints: Membership of the CSA can be recognized from the CSA entry in the source code of the e-mail header.
▶ Whois-Entry: Assigns the sending service to an IP address.
▶ RFC-conform generated mails (SPF record for the HELO identity) that offer higher acceptance by e-mail providers.
▶ List-Unsubscribe: Link in e-mail header to newsletter unsubscribe to reduce spam complaints
▶ Active RBL monitoring of over 70 real time blacklists.
▶ Registering of hardbounces and suppression of follow-up sendings: This recognizes whether an address still exists. If not, it is marked as a hard bounce and no longer sent to.
▶ Softbounce scoring: E-Mail addresses that continually generate softbounces are treated as addresses with a hardbounce. The softbounce address is converted into a hardbounce through a special procedure. (Further information in the „Bounce Management“ fact sheet)
▶ Sending using proven „Sendmail“ software that is delivered directly by the Red Hat operating system and exhibits a low susceptibility to errors.
▶ Feedback loops with mail providers such as Microsoft or Hotmail: Subscribers who have not unsubscribed directly in the newsletter but have marked the mail as junk or spam are automatically unsubscribed from the newsletters through our filter.

More than 15 years experience in e-mail sending and delivery
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- **SPF (MFROM)**: Sender Policy Framework is a widely-used procedure for sender authentification. Using this procedure, it can be determined whether an IP address is allowed to send e-mails in the name of the sender domain.

- **DKIM authentication** (cryptographic procedure for sender authentication): A hash value is inserted as a DKIM signature in the header of the sent e-mail. The receiving mail server compares this value to a public key and checks whether both fit together.

1 These procedures demand measures on customer side.

**Optimization before sending**

- **Pre Delivery Check**: An automatic analysis shows weaknesses in the newsletter that could lead to classification as spam. This permits the newsletter to be optimized before sending.

- **Inbox Preview**: The Inbox Preview allows mailings utilizing the largest German providers such as Web.de, GMX or Hotmail to be checked in advance. A check is also made as to how the mailing is displayed with the various suppliers and tools. The Inbox Preview also offers the opportunity of checking the mailing from the aesthetic perspective before it is finally sent.

**Checking after sending**

**Post Delivery Check monitors success**: Detailed monthly reporting shows actual deliveries for the leading freemailers and Internet service providers. From this you can find out where increased cooperation with providers would make sense.

**Delivery Management is a closed loop with AGNITAS!**