

MEQUODA PRO LIVE

SOLVING EMAIL DELIVERY PROBLEMS

**Establishing Email Credibility to
Maximize Email Delivery Rates**



Today's Host

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Mequoda Group



Today's Guest Speaker

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Consultant, Email Marketing Strategy
Author, The Email Marketing Kit

Agenda

- Why Email Credibility is Important
- Three Steps to Email Credibility
 - Email Authentication
 - Email Reputation
 - Email Accreditation
- Email Credibility Case Studies
- Free Resources on Email Credibility

part 1

**WHY EMAIL CREDIBILITY
IS IMPORTANT**

Credibility = Deliverability

Nearly 18% of invited email lands in junk/bulk mail folders

– Lyris, April 2008

Good email credibility =
Emails delivered to junk box
vs.
Not delivered at all

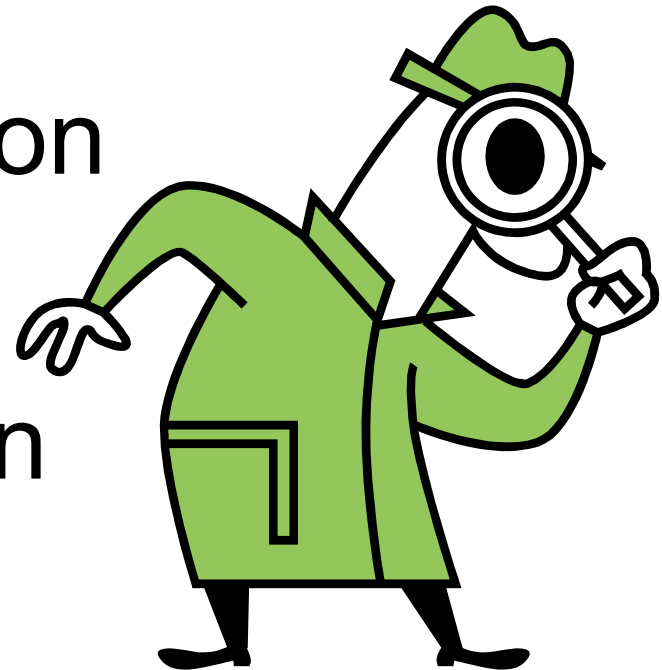


part 2

**THREE STEPS TO
EMAIL CREDIBILITY**

Three Steps to Email Credibility

- Authentication
- Reputation
- Accreditation



EMAIL AUTHENTICATION

Email Authentication



- Email Authentication attempts to verify the sender's identity
- Developed to combat spoofing and phishing
- Most ISPs utilize some form of authentication

Authentication Technologies

- Sender Policy Framework (SPF)
- Sender ID
- DomainKeys/
DomainKeys Identified Mail (DKIM)



SPF: First and Most Basic Level of Authentication



SPF
Sender Policy
Framework



SenderID



DKIM
DomainKeys
Identified Mail

- **Verifies based on:**
 - Sender address
 - Server sending the email

SenderID: Takes SPF One Step Further



SPF
Sender Policy
Framework



SenderID



DKIM
DomainKeys
Identified Mail

- **Verifies based on:**
 - Purported responsible address or “message from” address
 - Deeper in the email header than the “envelope address”
 - Only looks at domain name, not the full address
 - Server sending the email

DKIM: Takes SPF and SenderID *One Step Further*



SPF
Sender Policy
Framework



SenderID



DKIM
DomainKeys
Identified Mail

Improvements over SPF and SenderID:

- Allows domain to be positively identified
- For modified content emails can be discarded on sight
- Allows abuse (spam) to be reported on and tracked
- Includes a “digital signature” which can be revoked

Implementing Authentication

- All authentication protocols work off information included in the SPF section of the DNS entry
- Not difficult to set-up – an hour at most
- Ask your IT people to research and update your DNS entry to include SPF information



Authentication Resources

- [Wikipedia.com](https://en.wikipedia.com) has entries on all the major authentication technologies
- OpenSPF.org/ offers a wizard that allows you to create SPF records for your domain
- Microsoft.com/mscorp/safety/technologies/senderid/default.aspx is Microsoft's site on Sender ID
- DKIM.org/ provides a good overview of DomainKeys Identified Mail

EMAIL REPUTATION

Email Reputation

- **Your email reputation is just like your personal reputation**
- **Six primary element make up your email reputation**
 - Volume of email sent
 - Bounce rate
 - Number of spam complaints
 - Email sent to spam traps
 - Length of time you've been sending
 - Technical infrastructure



Resources

BaracudaCentral.org

BARRACUDA CENTRAL.org Technical Insight for Security Pros

Home
 About
 Contact
 Spam Data
 Web Data
 Virus Data
 SRS
 About
 Request Access
 Log In
 Listing Methodology
 Removal Request
 How to Use
 Lookups
 Feedback
 Report Issues
 Additional Resources
 EmailReg.org
 Baracuda Networks

Welcome to BaracudaCentral.org, devoted to sharing information with Baracuda Networks customers and the internet security community. Here you will find a wide range of statistics, threat information, and a number of useful services to help manage and secure your network.

Information provided is more technical in nature, and geared toward IT and system administrators.

All of the services offered are free!

Spam Data

Email Processed (last 2 days)

Category	Count	Percentage
Total	2,415M	
Blocked	1,79M	7.4%
Allowed	6,15M	25.6%

Email Processed (last 4 weeks)

Category	Count	Percentage
Total	2,415M	
Blocked	1,79M	7.4%
Allowed	6,15M	25.6%

Threat News

Fighting the top IT security risks
 Microsoft's recent Patch Tuesday included an FTP vulnerability in Microsoft Internet Information Services (IIS) that was the target of a limited number of zero-day attacks.

Tech insight: XSS Exploited
 Penetrate Web application vulnerability is often misunderstood – with dangerous consequences.

Hacker Ring Tied To Major Breaches
 Just Tip Of The Iceberg: T.Z.K-Hoarder attacker and cohorts also reportedly hacked ATM machines in 7-Elevens, but their wide net is likely just one of many.

Hackers break into police computer as sting backfires
 Australian Federal Police heave on the ABC's Four Corners program about officers breaking up an underground hacker forum that backfired after hackers broke into a federal police computer system.

Twitter hit by denial-of-service attack
 Internet attacks shut down the social networking site Twitter for about two hours on Thursday morning and caused glitches in other sites like Facebook and LiveJournal, a blogging site.

Network Solutions Warns Merchants About Worms

Web Data

Global Web Filter Statistics (last 24 hours)

Category	Count	Percentage
Blocked Traffic	10,543M	
Spamware & Virus Downloads (1,134M)		
Spamware Sites (1,134M)		
Spamware Outbound (1,134M)		
Phishing Block Sites (1,134M)		

ReputationAuthority.org

WatchGuard
 Formerly BorderView

Monday, November 02, 2009

ReputationAuthority.org

Has your Reputation been compromised? Check your domain/IP behavior score now.

Enter IP address or domain

THREAT OUTBREAK METER
 19,201,064,476

REPUTATIONAUTHORITY AT WORK

Step 1: Detection
 UNWANTED EMAIL & WEB TRAFFIC

Step 2: Rejection
 REJECTED AT PERIMETER

Step 3: Deep Analysis
 SUSPECT TRAFFIC ANALYSIS

TOP OFFENDING IP ADDRESSES

IP Address	Country
1 205.244.202.14	United States
2 174.142.1.179	United States
3 195.229.241.56	United Arab Emirates
4 207.210.79.6	United States
5 82.193.211.193	Czechia
6 24.28.193.123	United States
7 83.91.83.25	Denmark
8 24.28.193.192	United States
9 66.82.42.69	United States
10 75.182.267.199	Canada

PHISHING BY TOP LEVEL DOMAINS

TLD	Location	Phishing / 10,000
1 hk	Hong Kong	133.2
2 th	Thailand	21.9
3 li	Liechtenstein	44.1
4 ro	Romania	13.0
5 cl	Chile	11.4
6 ba	Bahamas	11.3
7 tw	Taiwan	10.6
8 lt	Lithuania	10.1
9 ee	Estonia	9.4
10 cz	Czech Republic	8.2

TOP VIRUS THREATS

IP Address	Country
1 63.119.97.107	United States
2 215.201.234.185	United States
3 75.152.247.195	Canada
4 75.154.130.244	Canada
5 75.197.146.309	Canada
6 216.232.84.39	Canada
7 209.219.96.149	Canada
8 210.74.199.190	China
9 218.39.238.17	Canada
10 143.179.108.133	Canada

SenderBase.org

IronPort Email and Web Security

HOME | THREAT OVERVIEW | TOP SENDERS | REPUTATION LOOK UP | HELP | ABOUT

Cisco IronPort SenderBase Security Network

Threat Activity Source

Current Threat Outbreaks

Name	Time
Troj/Agent-LNR	10/30/2009 12:23
Mai/Generic-A	10/22/2009 07:28
Troj/DwnLdr-HXS	10/20/2009 01:16
Troj/Zoo-JL	10/19/2009 10:00
Troj/Mdrop-CQG	10/17/2009 13:48
Troj/Buzus-BK	10/15/2009 08:34
Troj/Agent-LKZ	10/15/2009 02:00
Mai/Bredo-A	10/14/2009 16:00
Troj/Dloas-GY	10/13/2009 11:35

Today's Global Email Traffic Watch

IP Address	Volume (m)	Country
24.129.177.58	6.3	US
193.77.248.99	6.6	ES
205.143.120.39	4.6	US
74.95.137.177	3.0	US
66.230.209.3	2.5	US
195.121.247.3	2.4	NL
91.194.198.90	2.3	PL
186.81.206.29	2.3	CO
90.183.38.155	2.2	CZ
90.183.38.158	2.1	CZ

Web and Email Reputation Look Up

You are only as credible as your online reputation.

Make sure that your identity is not being compromised by criminal activity by checking your reputation score

Enter IP address or Domain to look up Reputation

Tips for checking:

- Check all domains in your address book
- Check IP you send from
- Best time to check is after a large send
- Use all three – each site uses different criteria
- Get additional information from them if your email reputation is low

EMAIL ACCREDITATION

Email Accreditation

aka “email postage”

- **Step 1:** A third-party reviews your email program to confirm that you are in compliance with standards and best practices of the industry
- **Step 2:** Once you are in compliance, they “vouch” for you with ISPs, allowing your email to bypass some or all spam filters



Getting White Listed

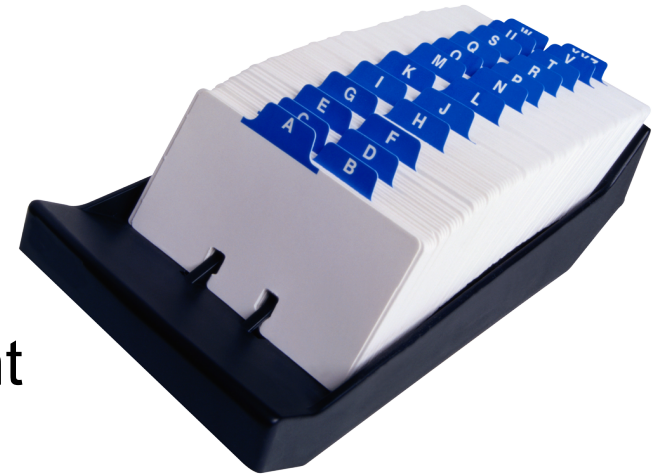
- Related to email accreditation
- **You are reviewed**
- Domain names and/or IP addresses added to list of “white hat” senders
- Must contact each ISP and go through their process



White Listing Pros & Cons

- **Benefits**

- One of the least expensive forms of accreditation
- Requirements may be less stringent than other forms of accreditation



- **Drawbacks**

- Takes time
- Many ISPs don't want to bother with small volume senders
- Finding ISP contacts can be difficult

Resources

- Most of the ISPs have their own white list requirements

Sender Score Certified
ReturnPath.com

SuretyMail
isipp.com/suretymail.php

The screenshot shows the ReturnPath.com website. The header includes the ReturnPath logo, navigation links (Client Login, About Us, Careers, Contact Us, Press Office, Support), and a search bar. The main navigation bar lists 'Marketers & Senders', 'Email Technology Provider', and 'Internet Service Provider'. The page title is 'Home > Marketers & Senders > Certification Program'. The main content area features a large red banner with a circled 'A+' grade and the text 'Get Higher Delivery Rates. You've Earned It.' Below this, there are three buttons: 'See If You Qualify', 'Download The Kit', and 'Apply Today!'. The text below the banner describes the certification program, stating that it provides access to a large, respected whitelist. A sidebar on the left contains a 'Contact Us' section and a 'Find out more' section with links to various resources like 'Return Path Services Overview', 'Return Path Certification Fact Sheet', and 'Return Path Certification Referral Program Benefits'.

The screenshot shows the ISIPP website. The header includes the ISIPP logo, navigation links (Email Accreditation and Deliverability, Other Services, Resources, Partners, About, Contact, News, Blog, Home), and a search bar. The main navigation bar lists 'Email Accreditation and Deliverability', 'Other Services', 'Resources', 'Partners', 'About', 'Contact', 'News', 'Blog', and 'Home'. The page title is 'Email Accreditation and Deliverability'. The main content area features a large blue banner with the text 'Email Accreditation and Deliverability' and a list of bullet points: 'Need Help with Email Deliverability?', 'How Do You Send Legitimate Email in a Spam-Filtered World?', and 'Let us help you TODAY!'. Below this, there is a world map showing ISP and spam filter locations. A sidebar on the right contains a 'Why Choose SuretyMail?' section with links to 'About the Data Response Codes', 'Apply', 'FAQ', 'For ISPs and Spam Filters', 'Guarantee', 'IADB Query', 'IADB Query Instructions', 'IADB Query Signup', 'List of Codes', 'Look up IP address', 'Pricing', and 'Testimonials'. The bottom of the page features a 'Recent News' section with a quote from Chris Nagels, CEO of Newsberry.

Certification Seal

- **Result 1:** Company certifying you will “vouch” for your email with the ISPs they have relationships with
- **Result 2:** Once you pass, you get a certification seal that appears in the inbox and which you can post with your opt-in form



Certification Seal

- **Benefits**
 - Lift in email list growth + improved delivery
 - Confidence your email program is in compliance with email standards and best practices
- **Downfalls**
 - Costs for the review as well as changes to your email program that you have to make to get certified and ongoing “postage” fees
 - Only effective with the ISPs your certification company has relationships with



Resources

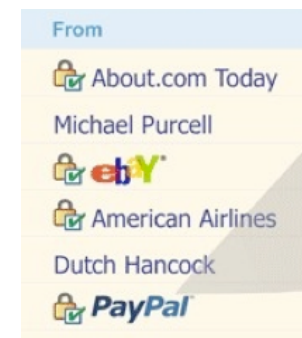
- **Truste's "We Don't Spam" Seal**
Truste.org



- **Certified Email from GoodMail**
GoodMailSystems.com



- **Email ID from Iconix - Iconix.com**

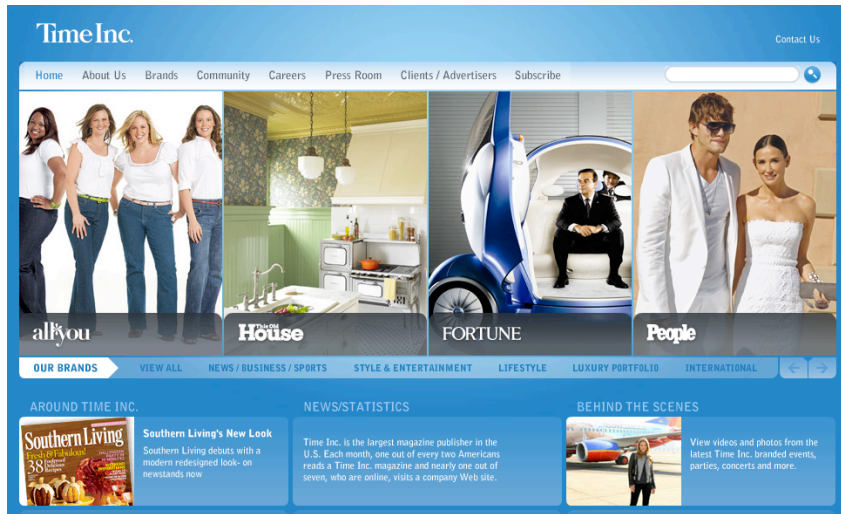


part 3

EMAIL CREDIBILITY

CASE STUDIES

Case Study: Time, Inc.



SOLUTION

- **CertifiedEmail messages**
 - Presented with links and images rendered by default
 - Included a “trust icon” showing authenticity and trustworthiness

TEST

- Would CertifiedEmail increase metrics?

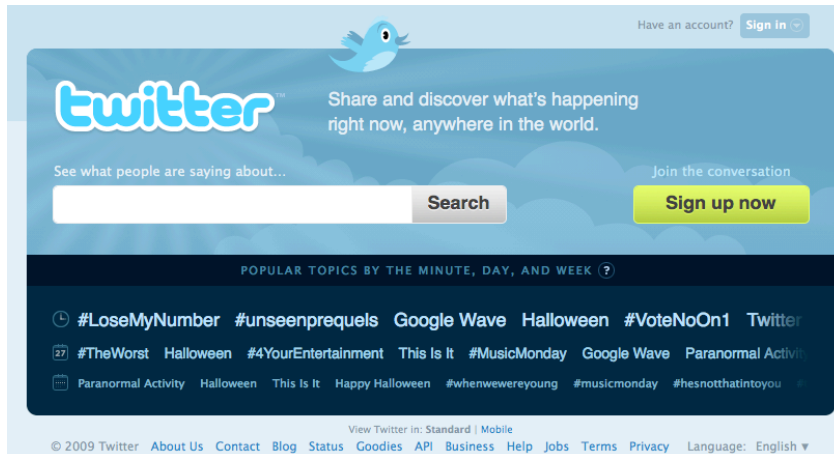
RESULT

- 30% increase in click-through rate
- 28% increase in site login

“The business benefits of CertifiedEmail – assured delivery of messages to our subscribers with all links and images presented intact – had a clear impact on results.”

- **Ernie Vickroy, Time Consumer Marketing**

Case Study: Twitter



SOLUTION

- Added a global unsubscribe
- Signed up for feedback loops and white lists
- Fixed infrastructure issues
 - List-unsubscribe header
- Implemented email authentication

PROBLEM

- 75% of peer-initiated “invite a friend” email landed in bulk mail
 - Yahoo!, Hotmail, other ISPs
- Depressing subscriber growth

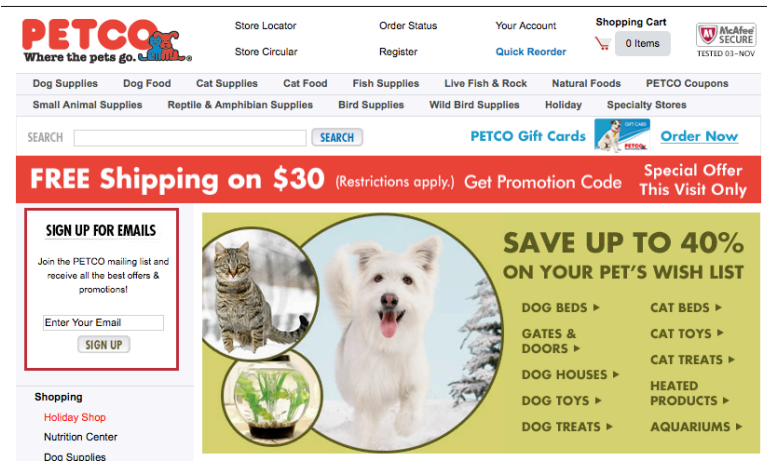
RESULT

- Sender score increased 40 points in 30 days
- Overall deliverability increased by 90%

“Fixing our deliverability problems ended up being faster and easier than we had imagined”

- Jason Goldman, Twitter

Case Study: PETCO



GOALS

- Increase open rates
- Assure delivery
- Ensure that images rendered
- Remove from blacklists
- Prevent false positives

RESULT

- 40.5% increase in click-through rate
- Increase of \$0.0354 in profit per email sent
- Images rendered
- Off blacklists
- Decrease in false positives



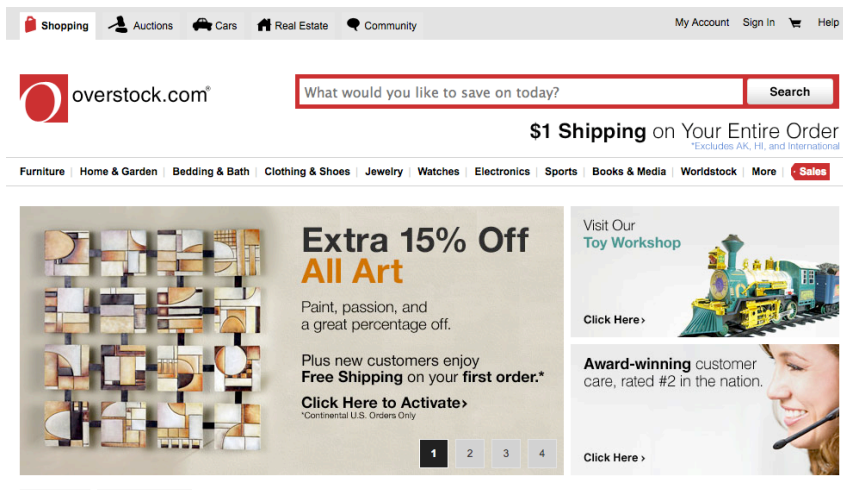
SOLUTION

- **CertifiedEmail messages**
 - were presented with links and images rendered by default
 - Included a “trust icon” showing authenticity and trustworthiness

“[With] CertifiedEmail...we can be sure that every email is delivered promptly and completely intact.”

- John Lazarchic, PETCO Animal Supplies, Inc.

Case Study: Overstock.com



SOLUTION

- Recommendations to allow email past Yahoo! filters
 - Throttle the send

PROBLEM

- Deliverability averaging 88%
 - 13% non-delivery spikes
- Revenue tied directly to deliverability

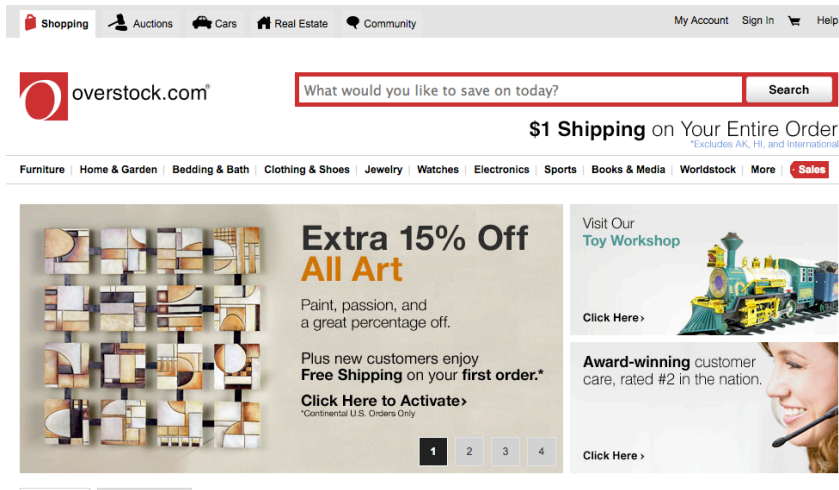
RESULT

- 98% deliverability
 - 100% at most critical ISPs

“The change was instantaneous... [we] were back to 100% deliverability to Yahoo! overnight.”

- Ryan Hofmann, Overstock

Case Study: Overstock.com



SOLUTION

- **CertifiedEmail messages**
 - were presented with links and images rendered by default
 - Included a “trust icon” showing authenticity and trustworthiness

TEST

- Would CertifiedEmail sent to AOL addresses increase metrics

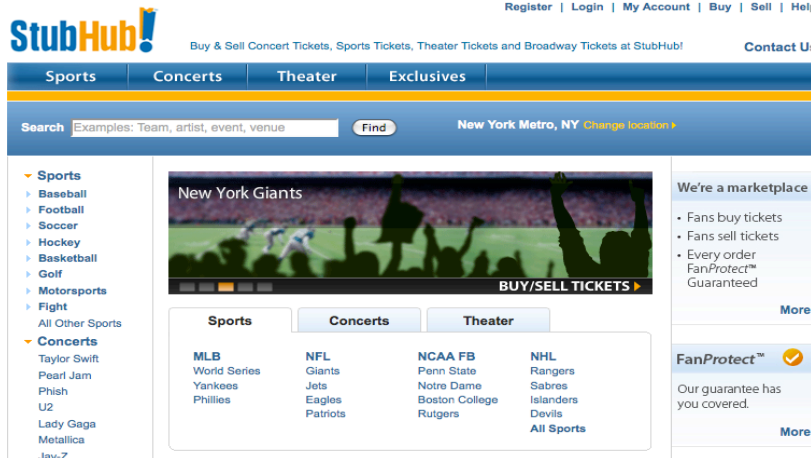
RESULT

- 19% increase in click-through rate
 - 22% increase in revenue per email

“Trusted, authenticated CertifiedEmail messages provide security benefits for our customers while improving email marketing revenue generation at the same time.”

- Geoff Atkinson, Overstock

Case Study: StubHub!



SOLUTION

- **CertifiedEmail messages**

- Bypassed spam filters
- Were presented with links and images rendered by default
- Included a “trust icon” showing authenticity and trustworthiness

GOALS

- Not being blocked by spam filters
- Ensuring links and images are rendered properly
- Make email as trusted as the Website

RESULT

- 100% assured delivery
- 26% increase in open rate
- 16% increase in click-through rate
- 17% increase in orders
- 36% increase in ticket sales from email

We saw an increase in open rates, an increase in ticket sales, postings, everything.”

- Albert Lee, StubHub

FREE RESOURCES ON EMAIL CREDIBILITY

Resources

- **Deliverability.com Blog**
 - <http://blog.deliverability.com/>
- **“Email Deliverability,” Email Marketing Reports**
 - <http://www.email-marketing-reports.com/deliverability/>
- **“Email Deliverability,” ClickZ Experts**
 - http://www.clickz.com/experts/em_mkt/email_delivery



Establishing Email Credibility



**Thanks for Attending!
Questions?**

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