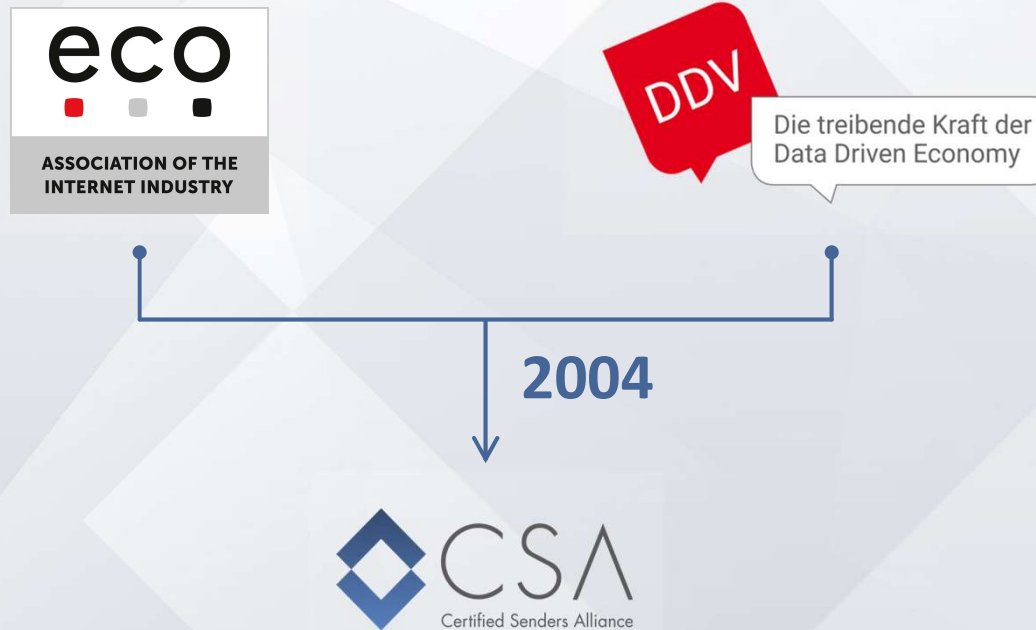




EMAIL QUALITY STANDARDS – HOW EVERYBODY WINS

<https://certified-senders.org>

BORN FROM AN INDUSTRY NEED





*We create and enable **quality standards** and promote **new technologies** for commercial emailing*

WHO WE ARE TODAY

CERTIFIED SENDERS

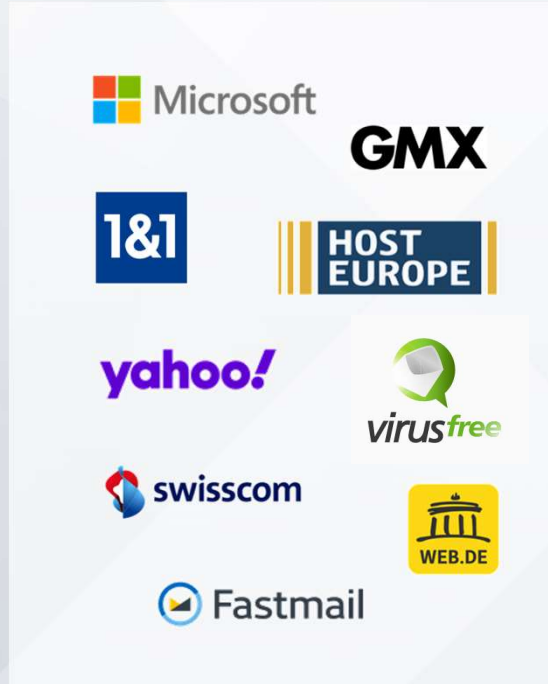


> 100
certified senders

> 40
partners

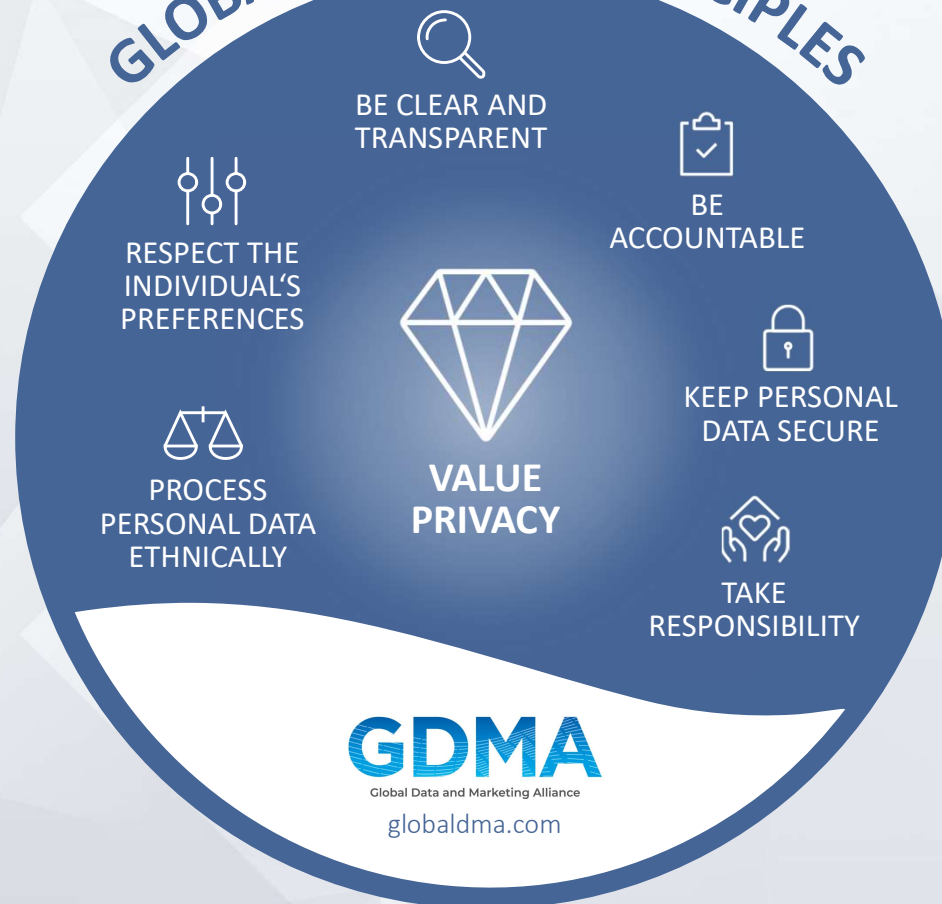
233,264 IPs

PARTNERS





GLOBAL PRIVACY PRINCIPLES



CSA CRITERIA PAY INTO GLOBAL PRIVACY PRINCIPLES



RESPECT THE
INDIVIDUAL'S
PREFERENCES

BE CLEAR AND
TRANSPARENT

BE
ACCOUNTABLE

PROCESS
PERSONAL DATA
ETHICALLY

KEEP PERSONAL
DATA SECURE

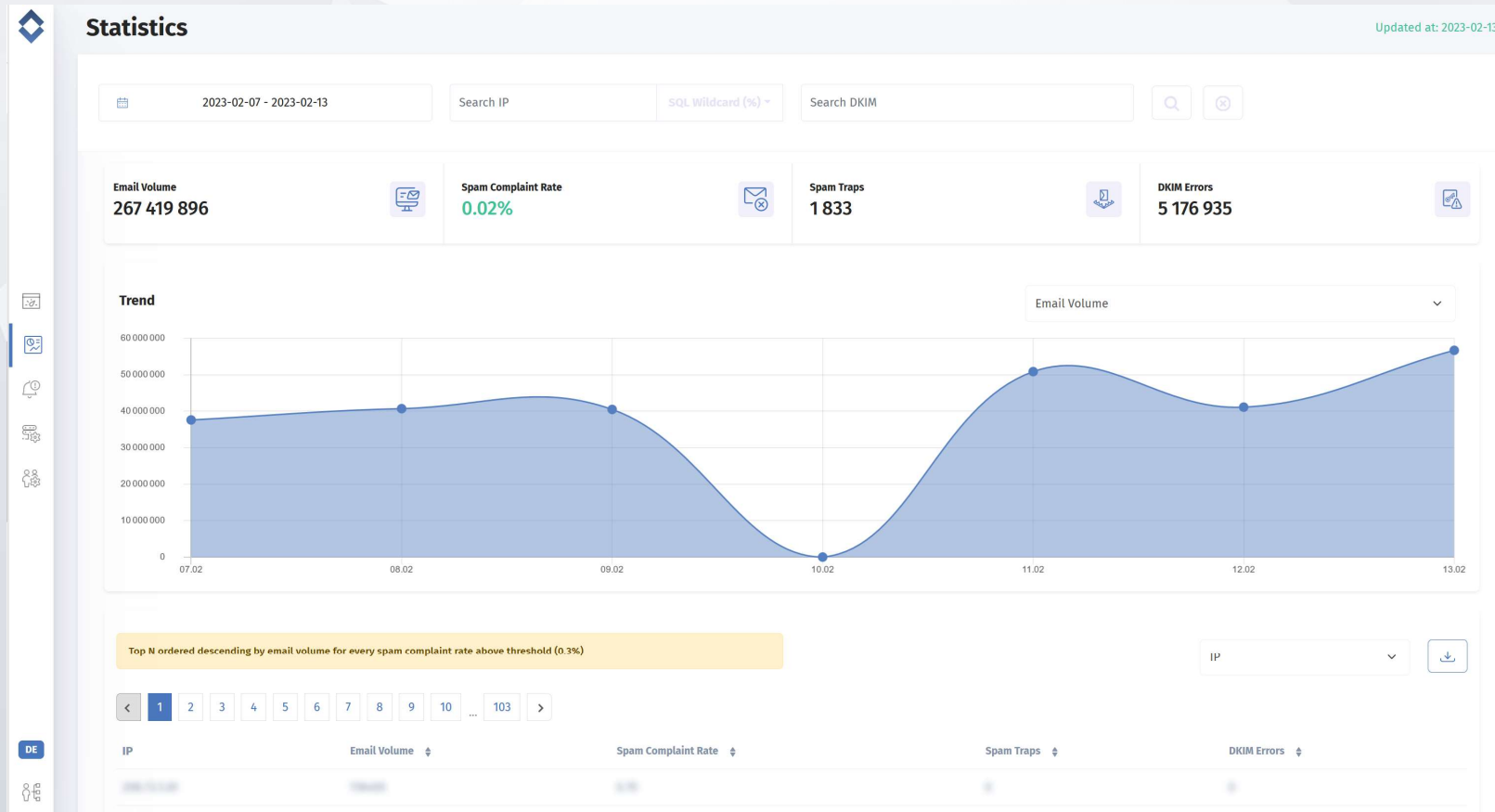
TAKE
RESPONSIBILITY

Legal criteria	✓	✓	✓	✓		✓
Consent	✓			✓		✓
Design of Email	✓	✓				✓
Opt-out	✓			✓		
Disguise		✓				

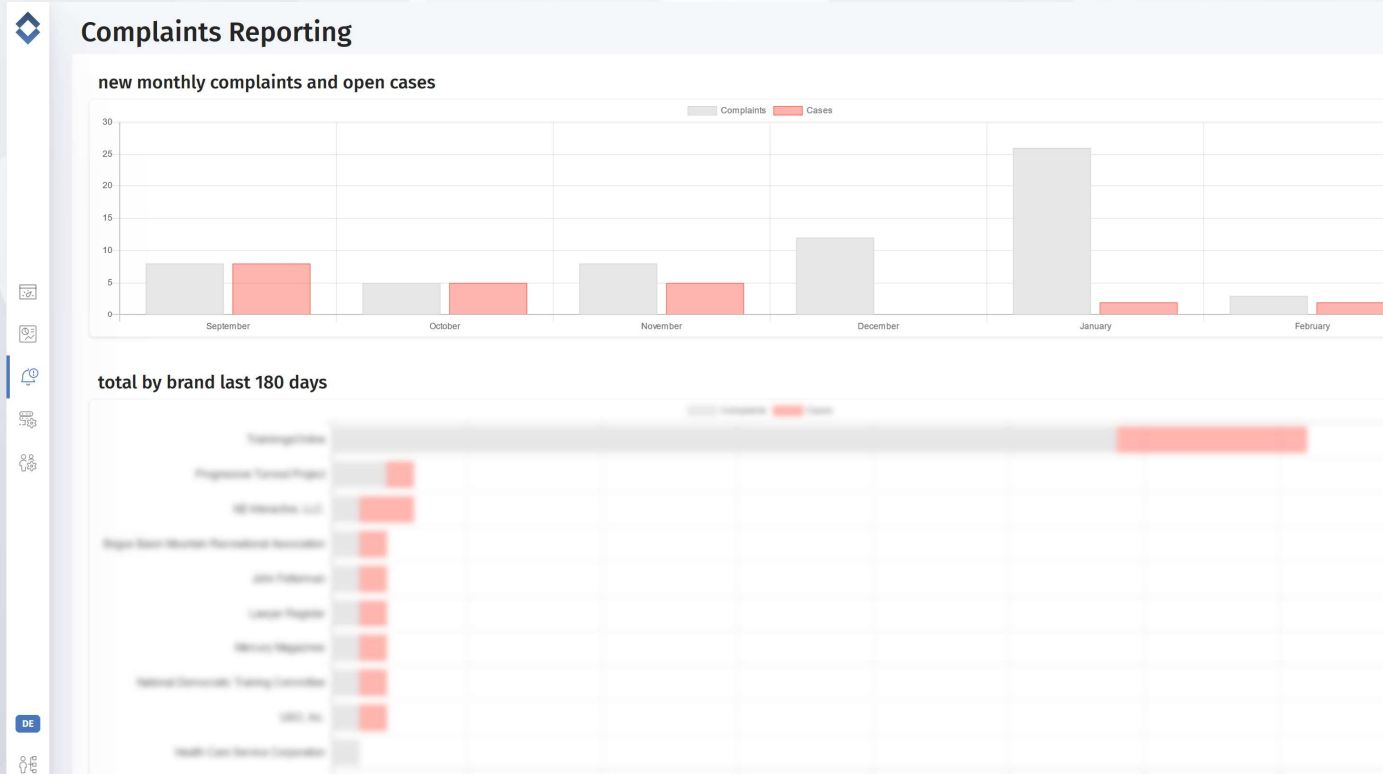
Reputation criteria	✓		✓	✓		✓
Hard Bounce Rate			✓	✓		
Spam Click Rate	✓			✓		
Reputation problems						✓



USE MONITORING TOOLS!



BRAKE IT DOWN TO BRAND LEVEL!



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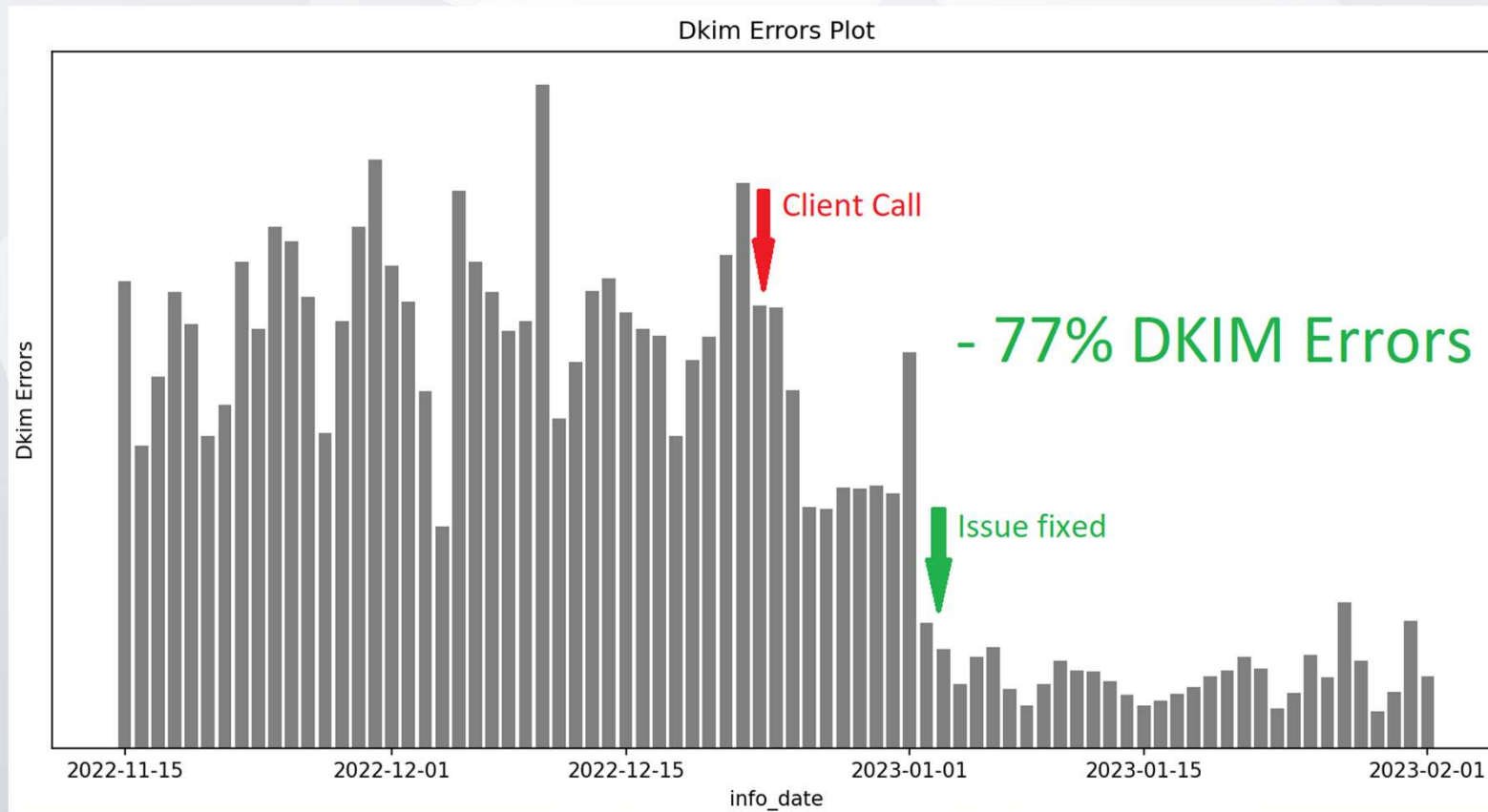
KEEP PERSONAL
DATA SECURE

TAKE
RESPONSIBILITY

Technical criteria	✓	✓	✓	✓	✓	✓
Secure Servers					✓	
RFC conformity						
TLS conformity				✓	✓	
FQDN		✓	✓			✓
Abuse address	✓	✓	✓			✓
Responsibility		✓	✓			✓
SPF		✓	✓	✓		
MX-Record			✓			
List-unsubscribe	✓			✓	✓	
X-CSA complaints		✓	✓			✓
Redirect links				✓	✓	
DKIM		✓				✓
DKIM alignment		✓				✓

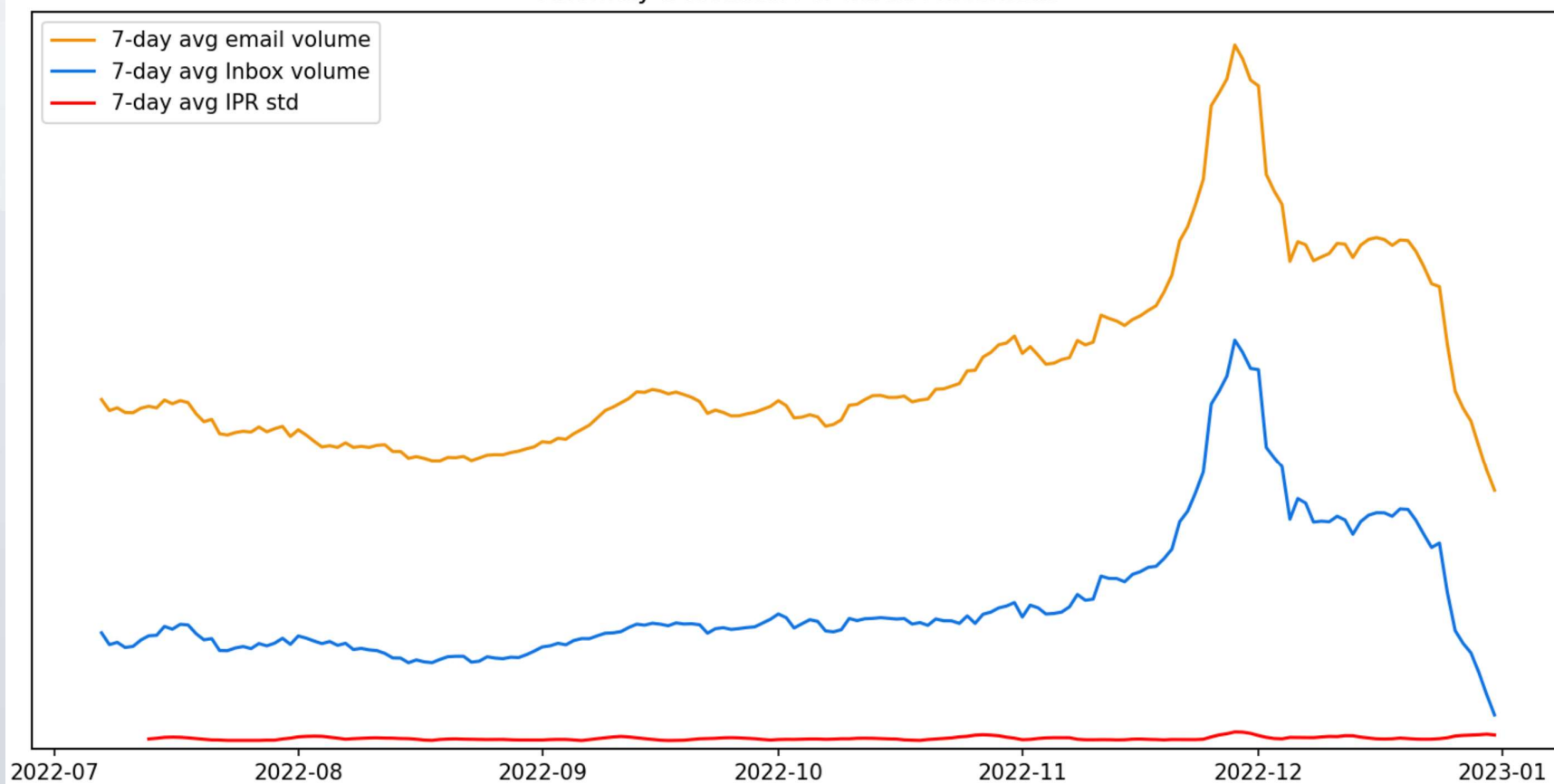


DKIM CASE STUDY

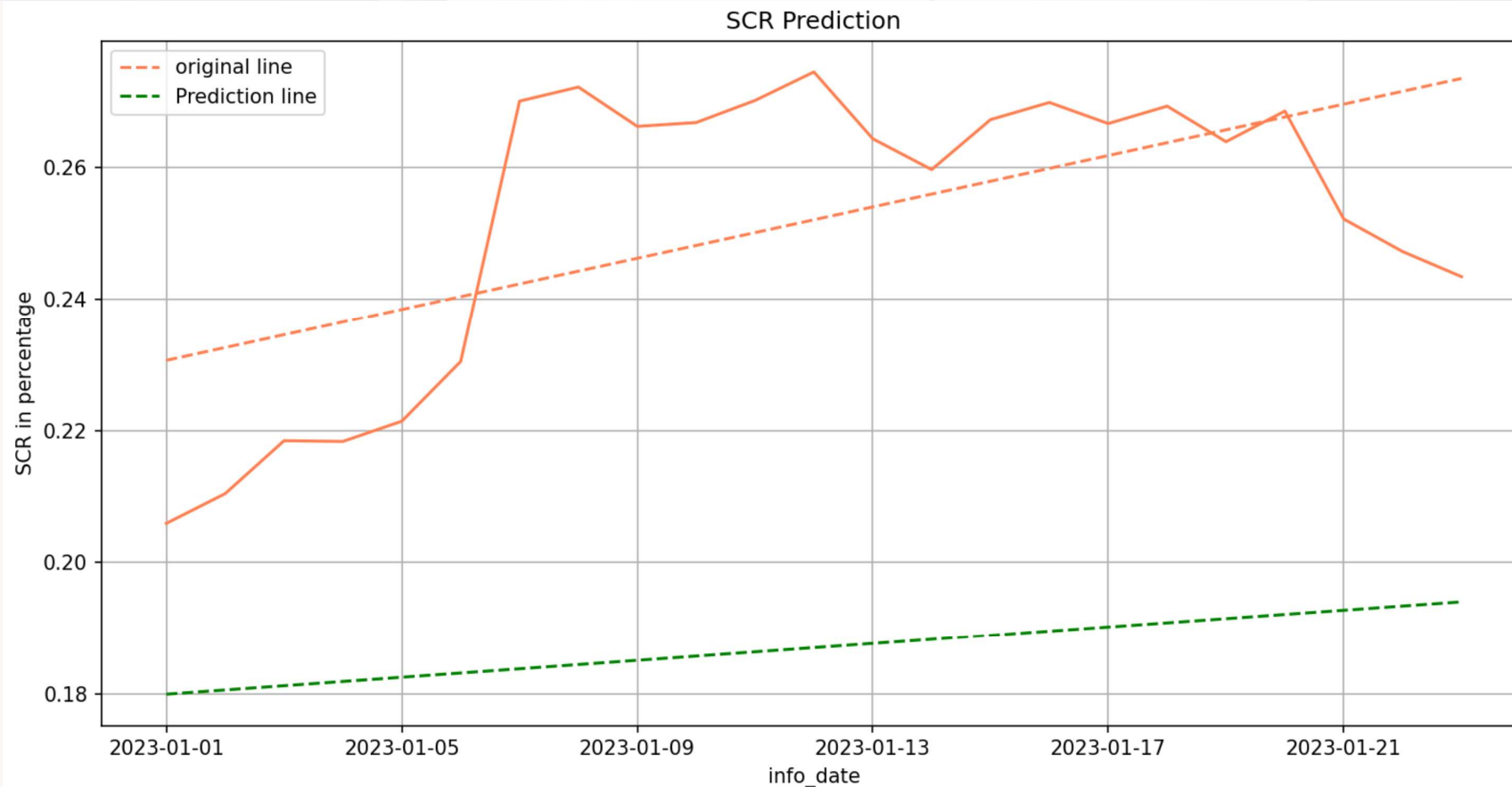


BLACK FRIDAY – COMPLIANCE PAYS OFF!

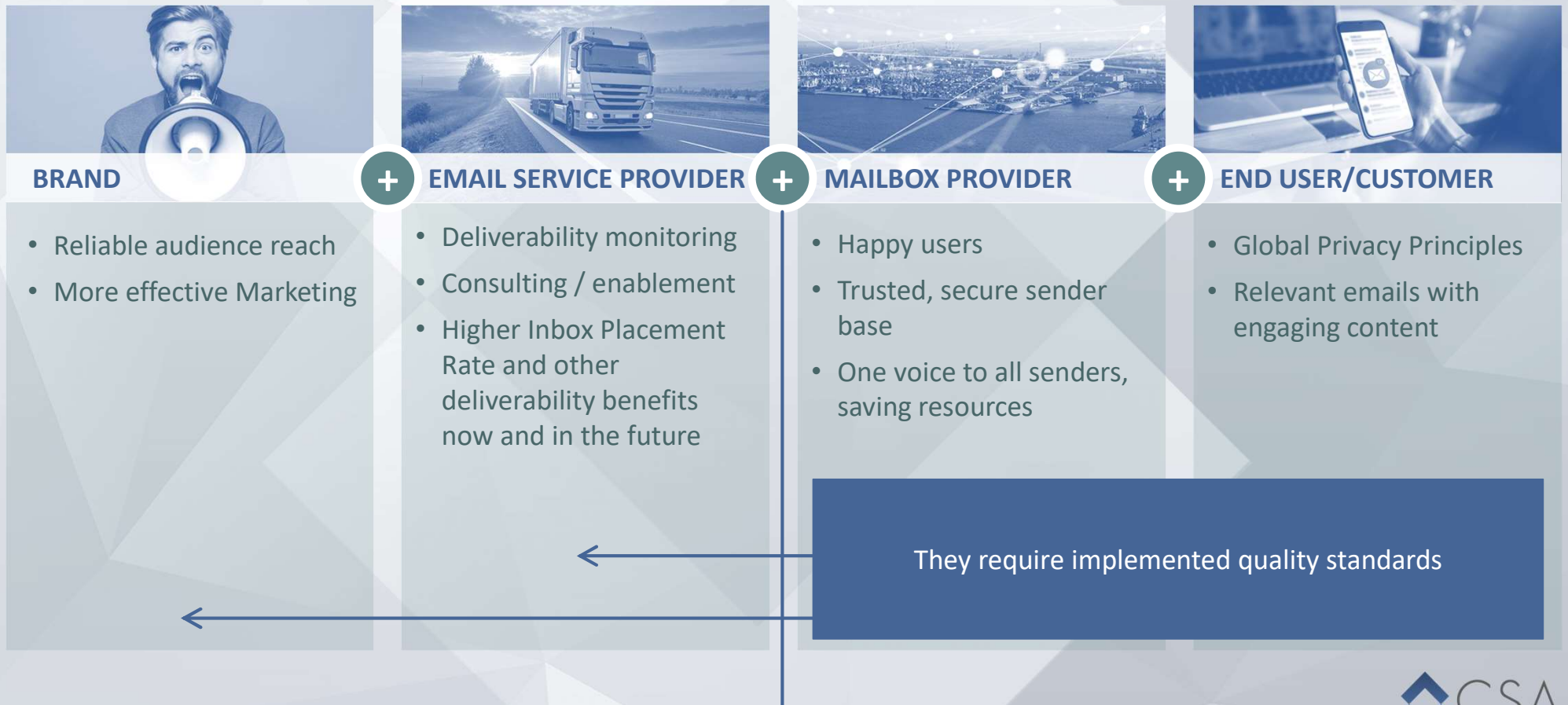
Anomaly Detection For Inbox Placement



PREVENTION OF SPAM COMPLAINTS



EVERYBODY WINS – YOU SHOULD, TOO!



KEY TAKE AWAYS!

- Get the basics right for your longterm email strategy
- Do look for the negative signs as well!
- AKM: Always Keep Monitoring

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