

Deliverability E-mail Server

Ensure your e-mails are delivered and protect your sender reputation by implementing a leading-edge e-mail infrastructure that complements CDC MarketFirst

CDC MarketFirst is the first and only integrated marketing automation suite that also provides core delivery capabilities—authentication, bounce management, and delivery assurance services—in one solution.

- **Extend the value** of your marketing automation investment by eliminating the need to purchase standalone deliverability solution services
- **Ensure compliance** with ever-changing ISP and corporate spam-filter policies
- **Bypass spam filters** and verify your identity with authentication to all major standards
- **Proactively monitor delivery rates and take corrective action** with full delivery reporting and smart bounce management
- **Segment and run reports on deliverability** by ISP, campaign, or type of communication
- **Know what ISPs and e-mail recipients think of your e-mail**—and how your e-mail stacks up against others
- **Eliminate integration hassles** by selecting an easily integrated CDC MarketFirst application

To learn more about the CDC MarketFirst Deliverability E-mail Server and how it can address your firm's unique needs, call +1 877-748-6825.

More than 20% of opt-in e-mail does not make it to recipients' inboxes. But determining whether your e-mails are reaching their targets—and, if not, pinpointing why they aren't and what you can do about it—can be challenging, especially with ever-changing ISP rules and filtering standards. Powered by leading technology from Message Systems, the CDC MarketFirst Deliverability E-mail Server is a valuable tool for gaining real-time e-mail information so you can solve the problems that hinder e-mail delivery and response rates.

New protocols for authentication and reputation scoring are now in place. These protocols mitigate spam, spoofing, phishing, and other techniques that are degrading legitimate e-mail communications. But these new protocols make e-mailing much more complex, especially without an infrastructure that supports current e-mail strategies and ensures e-mails are delivered. Without the proper infrastructure to handle these new demands, companies will suffer from poor deliverability and a damaged sender reputation.

The CDC MarketFirst Deliverability E-Mail Server provides detailed, real-time deliverability information that addresses the needs of today's marketers. The tools not only inform you whether your mail was blocked, delivered to the inbox, or routed to a spam folder, but also assist in managing your sender reputation—helping you ensure your e-mails are delivered to the inbox. It integrates a complete set of capabilities, including authentication, bounce tracking and management, and delivery assurance services, so you can monitor whether your e-mails are getting through and fix the cause for those that don't. In effect, it helps you manage your sender reputation, which plays a key role in determining how ISPs view your e-mail.

Authenticate to Prove Your Sender Identity

E-mail authentication restores trust for legitimate e-mail senders. Simply put, proper authentication is your way of proving you are who you claim to be, and it also helps ensure your IP address isn't spoofed by spammers. Because the industry is still working towards a common standard, there is no generally accepted identity check on the receiving end. Therefore, the burden is on the sender to support all authentication protocols that receivers might require.

The Deliverability E-Mail Server authenticates your e-mails so that they pass the numerous different kinds of ISP authentication protocols, including SPF (Sender Policy Framework), Sender-ID (Microsoft), DK (DomainKeys, used by Yahoo), and DKIM (DomainKeys Identified Mail, used by Yahoo and Cisco), helping ensure legitimate e-mail isn't blocked and forged e-mail doesn't end up in customer inboxes.

Make Use of an ISP's Valuable Bounce Information

ISPs and corporate domains provide information on why they block or bounce e-mail, but it's up to the sender to capture, interpret, and act on that data. This places a tremendous burden on senders to manage the bounce messages that e-mail campaigns inevitably generate.

The Deliverability E-mail Server offers smart bounce handling, reducing the cost and simplifying the task of categorizing and making sense of the thousands of possible bounce codes. It allows companies to quantify their delivery rate, isolate the exact reason for e-mail failures (blocks, hard bounces, soft bounces, technical failures, and other failures), diagnose the root cause of those failures, and take immediate action. The Deliverability E-mail Server normalizes bounce codes across hundreds of ISPs and organizes them into logical categories marketers can understand and act upon—enabling you to proactively manage your e-mail list.

Monitor Your Sender Reputation

Sender reputation is the main driver of e-mail deliverability. By keeping pace with the reputation standards you are evaluated against, which range from content to complaint rates to e-mail volume to your unsubscribe functionality, you can solve the problems in your e-mail program that hinder e-mail delivery and response rates.

The Deliverability E-mail Server comes with top-tier monitoring tools to help you quickly identify rendering problems before e-mails are sent and examine blocking and filtering issues after campaigns are deployed. You'll know right away what ISPs and other e-mail receivers think of your e-mail program—and how your program stacks up against everyone else's. Even better, you can test and determine exactly what you need to do to improve your e-mail reputation and e-mail delivery rates before the full campaign goes out. You can also halt a campaign mid-stream in response to excessive bounces or ISP throttling.

Key Features	Description
Authentication Tools	Automates stamping and sending of messages as required by authentication standards, including SPF, SenderID, DomainKeys, and DKIM, which verify the domain of the sender. Messages that fail the authentication check are removed from the queue by the ISP and reported as failures.
Accreditation Tools	Advanced accreditation services provide distinct segmentation and classification of your IP address so legitimate e-mails are not mistakenly considered spam.
Intelligent Segmented Sending	Manage what and how you send e-mail to suit domain policies. Define and apply different delivery policies on a global, recipient, campaign, or client level. Utilize additional IP addresses within the same Sender ID record to different segments to mitigate risk of complaints (i.e., when a user clicks "block and delete," "report spam," or similar options, including escalations and user complaints) from lists or potential prospects that don't know you or may not recognize you.
E-mail Throttling	Keep current on throttling limits: control sending speed, number of connections, time-outs, and other parameters on each domain for optimal delivery and receiver compliance.
Bounce Management	Interpret and act on bounce data. By organizing thousands of bounce codes from ISPs into a smaller number of logical bounce categories, bounce data becomes intuitive and usable and eases the burden of correcting the cause of each bounce.
ISP Delivery Reporting	View deliverability performance at a glance by ISP to see if you have a problem at a specific ISP.
Sender Score Manager	Achieve an even greater level of deliverability protection through Sender Score Manager—increasing deliverability up to 20%. Offered via our partnership with Return Path, the Sender Score Manager examines high-risk areas with campaign preview, mailbox, reputation, and blacklist reports.
Campaign Preview	See what your campaigns will look like across primary ISPs and mail readers, determine whether HTML will break or images won't be displayed, and know whether campaigns will fail common filtering packages.
Mailbox Monitoring	Track e-mail deliverability to all the major ISPs via a robust seed list that quickly alerts you when you are being blocked or filtered. For each campaign, you receive an ISP delivery status report, confirming how much of your campaign arrived, when, and what folder it was placed in (i.e., inbox or junk).
Reputation Monitoring	Know what ISPs and other e-mail receivers think of your e-mail program and how your program stacks up against everyone else's programs, with features that aggregate more than 60 different data elements from e-mail receivers to compile a composite reputation score for every sender of commercial e-mail today, even for a single campaign.
Blacklist Alert	Learn when your IP addresses are added to any of 200 blacklists. The Blacklist Alert service monitors your outbound mail server addresses. If you are put on a blacklist, you will be notified immediately.
Real-Time Integrated Reporting	Get 100% visibility into all aspects of the delivery process with real-time reporting. Monitor crucial metrics, including delivery speeds, domain successes and failures, bounce statistics, benchmarking data, and graphical charts.
Native Integration	Integrates natively with solutions from Return Path, Goodmail, and Habeas.
Multiple IP Address Management	Utilize different (or multiple) IP addresses for different brands, lists, and purposes, to help maximize your overall reputation and deliverability by maintaining different reputations where appropriate.
Queue Management	Control the send-priority of different types of e-mails and campaigns, so that transactional and other high-priority e-mails go out first.

Learn More About CDC MarketFirst Deliverability E-mail Server

To learn more about how CDC MarketFirst and the Deliverability E-mail Server can help your organization take advantage of the full potential and costs savings of electronic channels—and ensure campaigns reach recipients—call us today at +1 877-748-6825 or visit us at <http://www.marketfirst.com>.