

Reputation Monitor Course Outline

Product Tutorial Videos

- Why did my inbox placement drop?
- Will my email get blocked if my Sender Score drops?
- How many spam traps is too many? Why do I have spam traps on my list? How do I remove spam traps from my list? How do I prevent spam traps from being added to my list? - condense to best question
- How do I get removed from a blacklist? Why did I get blacklisted? What blacklists are critical?

Goal

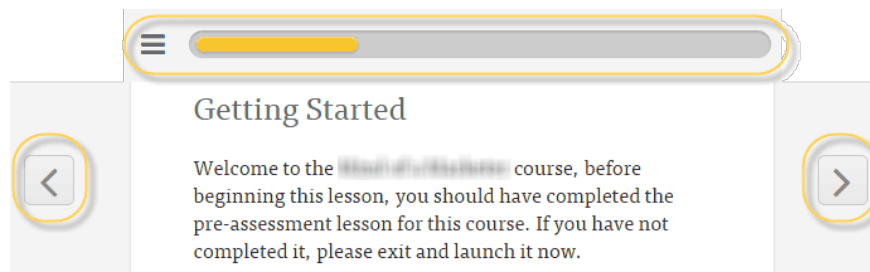
- To provide an overview of what Reputation Monitor is and how customers should use it

Getting Started

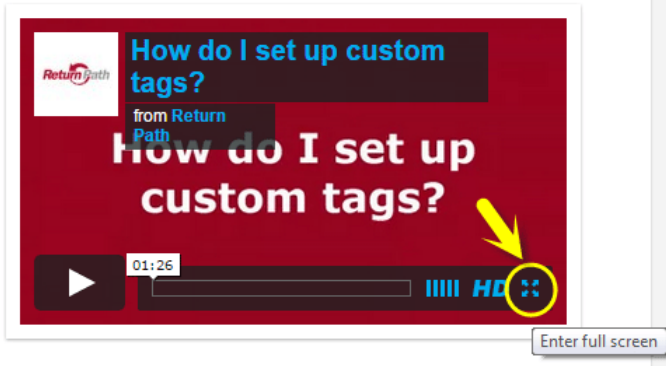
Welcome to the **Reputation Monitor** course. We recommend that you complete the **Sender Reputation and the Inbox** course as a prerequisite because it lays down the basic framework and steps you through the metrics that are discussed in more detail in this course.

As you move through this course you will find navigation buttons, use the following as your guide.

Previous, Next and Progress Bar -- you will find each of these on every page.



When watching videos, use the **Enter Full Screen / Exit Full Screen** option in the lower right corner of the video window for a better viewing experience.



Course Duration: This course will take you approximately 35-40 minutes to complete.

What is Sender Reputation?

As discussed in the **Sender Reputation and the Inbox** course, you should now be familiar with many of the concepts that make up Sender Reputation.

Sender reputation is a measure of the trustworthiness of a sender's email. Your trustworthiness is made up of your domain and IP reputation and is determined by mailbox providers based on a variety of metrics. Some of these metrics include:

- Complaint Rate
- Unknown User Rate
- Spam Trap Hits
- Blacklistings

Mailbox providers take all of this into consideration when determining if your email should be sent to the inbox or placed in the junk folder.

Why is Sender Reputation Important?

The importance of a good sender reputation comes down to **inbox placement**. Most mailbox providers use reputation as the primary factor in filtering decisions. Senders with better reputations receive higher inbox placement rates.

Poor reputation can lead to your email being delivered to the spam folder or worse, being blocked.

Note: Mailbox providers use reputation as the most important factor for why email does or doesn't get delivered.



Caption: Click to enlarge

What is Sender Score?

Sender Score is similar to a credit score, but for your IP address. It lets mailbox providers know how trustworthy your emails are, and lets marketers know exactly which reputation metrics are causing their emails to be sent to the spam folder or blocked.

Senders' IPs are scored using Return Path's proprietary reputation scoring system, called **Sender Score**.

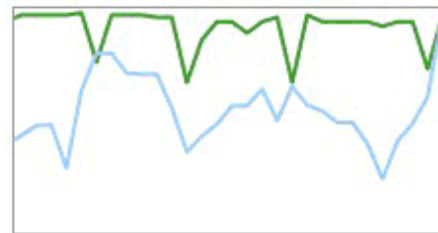
Sender Score Metrics for IP.XXX.XXX.XX



Hostname :: mail.yourserver.com
Very High Volume Sender [?](#)

X Return Path Certified [?](#)
X Return Path Safe [?](#)

[Whois Lookup](#)



Jan 10 ■ Sender Score ■ Volume Feb 8

Caption: Click to enlarge

Overview

If you experience a drop in your inbox placement, access Reputation Monitor to see whether or not any issues are related to your reputation. Not only can you review each metric that has an impact on your reputation, you can also find suggestions for how to fix the problem.

Learning Objectives

At the end of this course you will be able to:

- Explain what Reputation Monitor is and why it's used
- Explain how Reputation Monitor works
- Describe the data sources reported in Reputation Monitor
- Describe the metrics that influence Sender Score

What is Reputation Monitor?

(What?) Reputation Monitor is a monitoring tool that provides a robust set of reputation performance metrics for your IP addresses.

Reputation Monitor shows and helps you understand all of the different metrics that make up your sender reputation.

Understanding which metrics are causing reputation problems allows you to take control and figure out what to do to fix them.

(So What?)Why would I use Reputation Monitor?

So you might be asking yourself, why would I need to use Reputation Monitor?

Unless you have access to reputation metrics, you cannot diagnose and fix problems impeding your email inbox placement rates.

By using Reputation Monitor, you can focus your efforts on the reputation problems causing the biggest impact on inbox placement.

Dig Deeper

To dig a little deeper with Reputation Monitor, you can:

- Monitor your email program performance and sender reputation
- Identify reputation-related causes of delivery issues using our diagnostic tool
- Ensure reputation issues are addressed right away and don't go unnoticed
- Protect and maintain good inbox placement, which ultimately helps you meet your response and revenue/ROI goals

<VIDEO: What is Reputation Monitor>

<https://vimeo.com/111693001>



Knowledge Check

A Sender Score is based on:

- *Sending IP(s)
- Sending domain(s)
- Sending IP(s) and domain(s)

A Sender Reputation is based on:

- Sending IP(s)
- Sending domain(s)
- *Sending IP(s) and domain(s)

Most mailbox providers use reputation as the primary factor in filtering decisions.

- *True
- False

Reputation Monitor is a monitoring tool that provides a robust set of reputation performance metrics for your:

- Domains
- *IP addresses

Reputation Monitor shows and helps you understand all of the different metrics that make up your sender reputation

- *True
- False

Having access to reputation metrics allows you to diagnose and fix problems impeding your email inbox placement rates

*True

False

Getting Started

Before you can take action, you must complete a few set-up tasks so you have data in Reputation Monitor to work with.

The following four items typically take place during the onboarding process. To monitor your sender reputation, you must first:

1. Enter your Sending IPs
2. Sign up for Blacklist Alerts
3. Sign up for Feedback Loops
4. Monitor SNDS Complaints

Entering Your Sending IPs

To get started using Reputation Monitor all of the IP addresses used for your email program must be identified and shared with your Return Path Technical Account Manager.

Your list of IPs can be shared by attaching a file (typically a spreadsheet) or simply listed in the body of an email. Your technical account manager will ensure that your IP addresses are added to the system.

Once your IP addresses have been added to the system data will begin to populate and you will be able to view and monitor them on the main page in Reputation Monitor.

Note: You can only add IPs that you own.

Sign Up for Blacklist Alerts

A **blacklist** is a collection of IP addresses that gets created and maintained to assist with spam filtering or blocking. If your IP gets listed or removed from a blacklist, you will receive an alert.

Discuss the frequency in which you need to receive alerts with you technical account manager, who will then enable your preferences in the system for you.

These alerts can be set up to be sent daily, or limited to being sent only when a change in status occurs.

Blacklist Alert



Blacklist activity has occurred within the past 24 hours. Click on the IP address to view more details.

Low Priority Blacklists

Blacklist	Status	Last Checked	IP	Description
SORBS - Spam	Unchanged	03/14/2014 05:45	[redacted]	d2sm-[redacted].com
Nix Spam	Removed	03/14/2014 05:45	[redacted]	d2sm:[redacted].com
SORBS - Spam	Unchanged	03/14/2014 05:45	[redacted]	anclsmtp02.[redacted].com
Backscatter	Unchanged	03/14/2014 05:45	[redacted]	comm.[redacted].com
SORBS - Spam	Unchanged	03/14/2014 05:45	[redacted]	comm.[redacted].com

[View the full set of IPs in Reputation Monitor](#)

Caption: Click to enlarge

Sign Up for Feedback Loops

When a subscriber complains about an email, for example clicking the spam button, a mailbox provider forwards the email back to you, the sender. This feedback is extremely valuable, giving you the opportunity to research the nature of the request to reduce complaints.

These **feedback loop complaints** are **not** part of Return Path's reputation data network, but do provide additional insight into how your mail is viewed by your subscribers.

Any publicly available feedback loop sources you have set up (for example AOL, Outlook/Hotmail/MSN, and USA.net) may be directed to Return Path, and Return Path will report the total complaint numbers through this feature. For assistance in managing your feedback loops, contact your account manager.

Monitor SNDS Complaints

SNDS (Smart Network Data Services) Complaints are complaint data from Microsoft's Sending Network Data Services (SNDS) system. SNDS uses both spam trap hits and complaint counts.

SNDS reputation data is **not** part of the reputation data network, but provides additional insight into how your mail is viewed by your subscribers.

Your Return Path Technical Account Manager can assist in setting up your SNDS integration. Keep in mind that they will be asking for things like your IP addresses, rDNS domains and a confirmation email address.

Note: For more information on Microsoft Smart Network Data Services (SNDS), see <https://postmaster.live.com/snds>

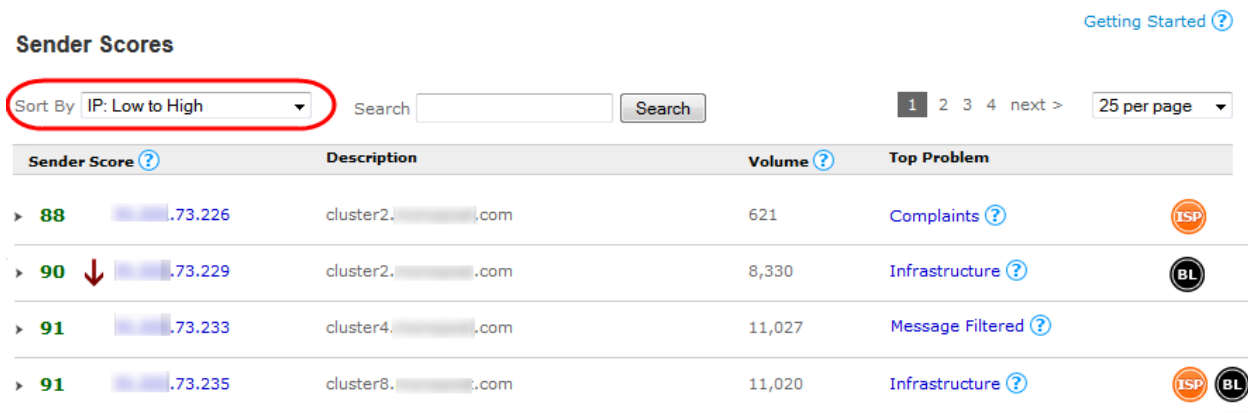
Adding, Changing or Removing IPs

At any time, if you would like to make changes to the list of IPs you are monitoring in Reputation Monitor, reach out to your Return Path Technical Account Manager, who can make those changes for you.

Sender Scores in Reputation Monitor

When you login and make your way to the Sender Score page, which is the main page in Reputation Monitor, you will find a table listing a lot of information about your IP addresses that you had added to the system.

Note: By default, the table lists IP addresses from low to high based on their sender score; however, you can sort this view by using the **Sort By** drop-down box in the upper left corner.



Getting Started ?

Sort By IP: Low to High Search Search 1 2 3 4 next > 25 per page

Sender Score ?	Description	Volume ?	Top Problem
> 88	.73.226 cluster2. .com	621	Complaints ? ISP
> 90 ↓	.73.229 cluster2. .com	8,330	Infrastructure ? BL
> 91	.73.233 cluster4. .com	11,027	Message Filtered ?
> 91	.73.235 cluster8. .com	11,020	Infrastructure ? ISP BL

Caption: Reputation Monitors main page -- Sender Scores

How is Your Sender Score Calculated?

A Sender Score is assigned to each IP you mail from and is a numerical representation of your reputation as a sender. This score is determined by factoring your performance across key reputation measures important to both mailbox providers and recipients of email.

Sender Score includes spam complaints, messages sent to unknown users, subscriber engagement, industry whitelists and blacklists, and many other factors.

How is Your Sender Score Calculated? Cont.

The algorithm looks at over 100 variables, which get condensed into the measures of deliverability reported in Reputation Monitor.

Scores are based on a scale of 0 to 100, with 100 as a perfect score.

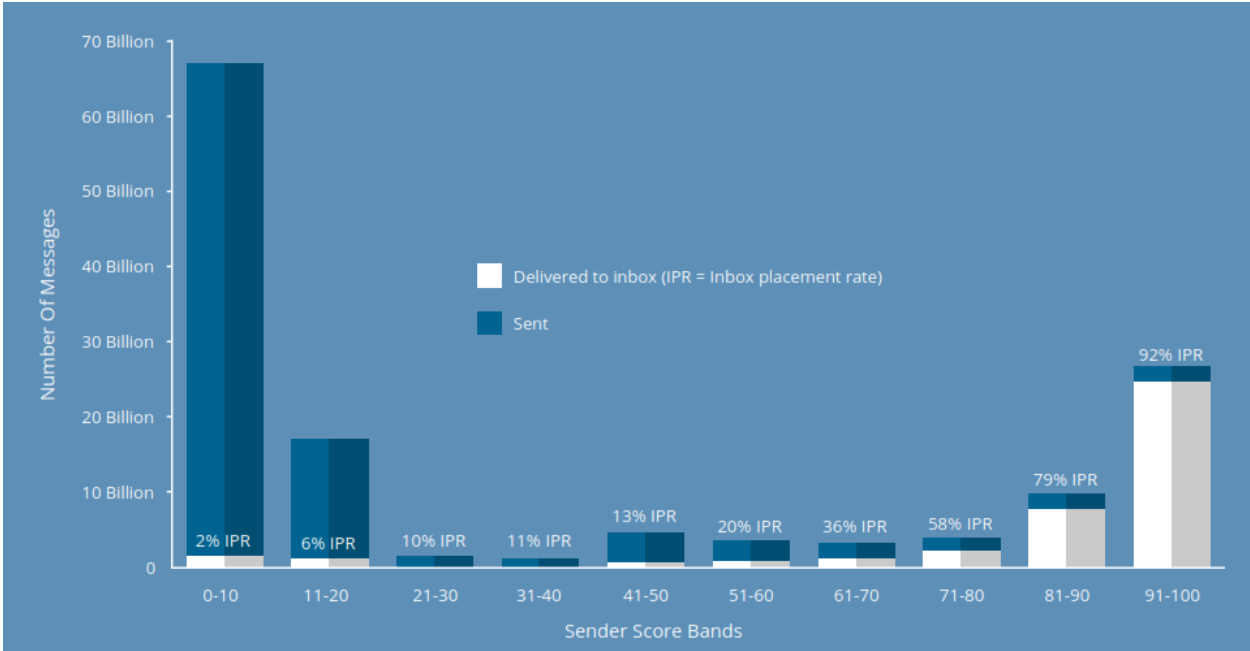
Inbox Percent			
Sender Score	Gmail	Hotmail	Yahoo
0 to 50	26.35%	34.51%	46.61%
51 to 60	29.53%	29.77%	51.99%
61 to 70	32.09%	36.31%	55.85%
71 to 80	38.61%	41.20%	62.46%
81 to 90	62.31%	61.39%	79.71%
91 to 100	81.09%	79.71%	89.89%

Caption: Inbox Placement Rate by Sender Score

How Sender Score Correlates to Deliverability

The importance of a good sender reputation ultimately comes down to getting your email into the inbox.

According to Return Path's 2014 Sender Score Benchmark Report, inbox placement tops 92% for IP addresses with Sender Scores above 90, as compared to inbox placement of about 80% for IP addresses with Sender Scores in the 81-90 range.



Caption: Click to enlarge

Knowledge Check

Entering Your Sending IPs

Shortly after your technical account manager adds all of the IP addresses used for your email program to the system data will begin to populate. You will then be able to view and monitor your IPs on the main page in Reputation Monitor.

*True

False

You can only add IPs that you own

*True

False

Sign Up for Blacklist Alerts

A **blacklist** is a collection of IP addresses that gets created and maintained to assist with spam filtering or blocking

*True

False

Which is not an option to receive an blacklist alert:

Daily

*Weekly

Only when a change in status occurs

The frequency in which you need to receive alerts will be enabled in the system for you by:

You

*Your Return Path Technical Account Manager

Sign Up for Feedback Loops

Feedback loop complaints are part of Return Path's reputation data network

True

*False

Feedback loop complaints provide additional insight into how your mail is viewed by your subscribers

*True

False

Monitor SNDS Complaints

Smart Network Data Services (SNDS) Complaints are from which provider's data network?

Yahoo

Google

Microsoft

Comcast

Adding / Changing / Removing IPs

To make changes to the list of IPs you are monitoring in Reputation Monitor:

You can make changes yourself

*You need to reach out to your Return Path Technical Account Manager

How is Your Sender Score Calculated?

A Sender Score is assigned to each of your IP addresses

*True

False

Your Sender Score is a numerical representation of your reputation as a sender

*True

False

How Sender Score Correlates to Deliverability

The importance of a good sender reputation ultimately comes down to:

Resolving your spam trap hits

Getting off blacklist

Resolving your unknown users

*Getting your email into the inbox

Your Sender Score in Reputation Monitor

We will now discuss the components that you will encounter on the Sender Score page including:

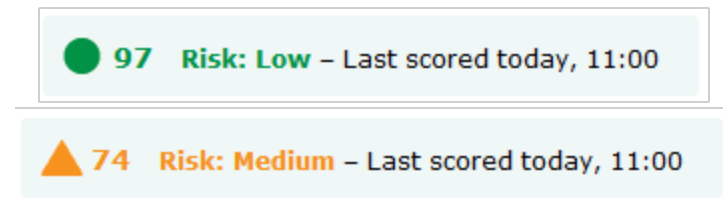
- (IP) Sender Score
- Trending Arrows
- Description
- Volume
- Top Problem
- Icons
- Download Link

(IP) Sender Score

A **Sender Score** is assigned to each IP you mail from and is a numerical representation of your reputation as a sender.

The score is determined by factoring your performance across key reputation measures important to both ISPs and recipients of email.

Sender Scores are on a scale of 0 to 100, with 0 being the worst, and 100 being the best score.






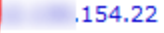
Caption: Click to enlarge

Trending Arrow

This arrow shows you whether or not your IP address is trending up or down over the last seven days.

The arrows are green if the trend is positive or red if it's negative.

Sort By

Sender Score ?	Description	Volume ?	Top Problem
> 97   .137.215	Promotional IP	7,495,899	Spam Traps ?
> 99   .154.22	Transactional IP	14,826	Unknown Users ?

Caption: Click to enlarge

Description

When IPs are loaded into the system, the **description** field defaults to the Reverse DNS (rDNS) of the IP address. The rDNS is found by looking up and matching the IP to its domain name.

A custom description can be added at any time to identify the mail server or IP address by a label that is meaningful to the sender.

An example of a custom description would be, Promotional Email, Automotive Campaigns or Transactional Email.

Sender Scores

Customer: Source


Sort By IP: Low to High

Sender Score ?	Description	Volume ?	Top Problem
97 ↑	.137.215 Promotional IP	7,495,899	Spam Traps ?
99 ↑	.154.22 Transactional IP	14,826	Unknown Users ?

Volume

Volume refers to the number of emails **seen** by our reputation data network in the last **30 days**.

The volume reported will always be a fraction of the actual volume of mail you send because our reputation data network does not include data from every ISP.

Volume ?	Top Problem
11,020	Infrastructure ?  
10,784	Message Filtered ?
570	Infrastructure ? 
10,711	Complaints ? 

Caption: Click to enlarge

Top Problem

The **Top Problem** column displays the metrics that are causing the highest point deduction from the IP's Sender Score. These metrics are having the biggest impact on the IP's score.

For a description of each top problem, click the blue question mark icon.

Volume ?	Top Problem	
11,020	Infrastructure ?	ISP BL
10,784	Message Filtered ?	
570	Infrastructure ?	BL
10,711	Complaints ?	ISP

Caption: Click to enlarge

Bulk Folder / Blacklist Icons

If Reputation Monitor detects bulk folder delivery or a blacklisting, there will be icons that appear at the end of the row for that IP.

The **ISP** icon means that mail sent from this IP is being delivered to the bulk folder.

The **BL** icon means that the IP is listed on a blacklist.

Volume ?	Top Problem	
11,020	Infrastructure ?	ISP BL
10,784	Message Filtered ?	
570	Infrastructure ?	BL
10,711	Complaints ?	ISP

Caption: Click to enlarge

Note: Click either of the icons to see more details.

Download link

At the bottom of the page, there is a link to download the metrics shown on this screen for the listed IPs in a .csv file.

Knowledge Check

Trending Arrow

The **trending** arrow on the Sender Score page shows you whether or not your IP address is trending up or down over the last _____ days

- 5
- *7
- 14
- 30

Volume

The **volume metric on the Sender Score page** refers to the number of emails **seen** by our reputation data network in the last _____ days

- 5
- 7
- 14
- *30

The volume metric reported on the Sender Score page will always be a fraction of the actual volume of mail you send because our reputation data network does not include data from every ISP

- *True
- False

The **top problem** metric column on the Sender Score page displays what is causing the highest _____ deduction from the IP's Sender Score

- Percentage
- *Point
- Proportion

The **ISP** icon on the Sender Score page means that mail sent from this IP is being delivered to the junk folder

- True
- *False

Quick View -- Data Drill Down

You can also use the quick view data drill down option to review information about an IP address.

Click anywhere on the IP's row (except the IP, Top Problem, and icons links) to slide out a snapshot of the data.

[Getting Started ?](#)

Sort By: IP: Low to High Search: Search 1 2 3 4 next > 25 per page

Sender Score ?	Description	Volume ?	Top Problem
> 88	.73.226 cluster2. .com	621	Complaints ?
> 91	.73.235 cluster8. .com	11,020	Infrastructure ?

Caption: Click to enlarge

We will discuss the following four components where you will see and can get more information:

Trending

Points Lost

Bulking / Blacklist Icons

View All Deliverability Measures

Quick View -- Data Drill Down Cont.

Sort By: IP: Low to High

Sender Score ?	Description	Volume ?	Top Problem
▼ 97 ↑	.147.89 dmailer9314789.dmx1.bfi0.com	137,948	Complaints ?

1 ↑ This score is trending up 1 point over the last 7 days
Points lost from your Sender Score:

2 Complaints ? Unknown Users ?

3 This IP is bulking 1% at Gmail This IP is on a blacklist

4 [View All Deliverability Measures](#)

Caption: Click to enlarge

1) Trending --Find out if your score is trending up or down over the last seven days

2) Points Lost -- The **Points Lost** flag icon shows you how many points up or down the score moved for the chosen IP in the last seven days.

The red flags indicate which reputation measures are having the biggest impact on the Sender Score and overall reputation.

3) Bulking / Blacklisting Icons -- By viewing the information in the quick view data drill down, you can find out where and at what percentage an IP is bulking.

4) View All Deliverability Measures -- To view the **Details** page, click on the **View All Deliverability Measures** button.

Knowledge Check

Now that we've looked at the different IP address metrics are you able to identify them?

Sender Scores

Sort By IP: Low to High

Sender Score	Description	Volume	Top Problem
97 ↑	.147.89 dmailer9314789.dmx1.bfi0.com	137,948	Complaints

1 ↑ This score is trending up 1 point over the last 7 days
Points lost from your Sender Score:

- 2** -2 Complaints
- 1** -1 Unknown Users

3 ISP This IP is bulking 1% at Gmail
BL This IP is on a blacklist

4 View All Deliverability Measures

Caption: Click to enlarge

Based on the image at the top of this page, identify the different metrics for the IP address. Click to enlarge the image for a better view.

Points Lost

- 1
- *2
- 3
- 4

Deliverability Measures

- 1
- 2
- 3
- *4

Trending

*1

2

3

4

Bulking / Blacklisting

1

2

*3

4

IP Details

The **IP Details** page will show you **all** of the metrics that impact the Sender Score. It will give you insight into the raw data for each reputation measure, and the ability to fix any issues with your reputation.

Double-click on any IP address on the Sender Scores page to display the details.

IP Details Cont.

We will now discuss the following components on the IP Details page:

Sender Score

Points

Measures of Deliverability

You vs Ideal

Fix

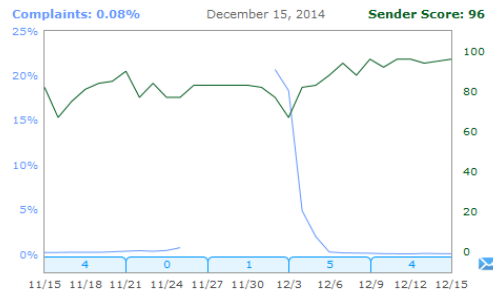
Graph

18.126 (.com) Add Descriptive Name

96 Risk: Low - Last scored today, 13:00

Points	Measures of Deliverability	You ?	vs Ideal ?	
-4	Complaints ?	0.08%	0.08%	Fix
	Infrastructure ?	pass	pass	Fix
	Volume ?	27,512		Fix
	Sender Rejected ?	1.5%	0.44%	Fix
	Message Filtered ?	0.01%	0.28%	Fix
	Unknown Users ?	2.32%	0.65%	Fix
	Spam Traps ?	3	0	Fix
	Blacklists ?	2	0	Fix
	ISP Bulk Rate ?	100%	0%	
	FBL Complaints ?	0	-	
	SNDS Complaints ?	-	-	

Trend Data ?



Caption: Reputation Monitor IP Details Page

Sender Score

The **Sender Score** icon and description gives you a quick view of the chosen IP's sending reputation and current risk.

Sender Scores are updated several times per day and the date/time stamp indicates the last time the IP was scored.

[Sender Scores](#) > IP Details

137.215 (Promotional IP)

Edit

97 Risk: Low - Last scored today, 13:00

Caption: Click to enlarge

Points

A flag icon shows you how many points were lost for the chosen IP in the last seven days.

The red flags in the Points column are displayed next to the corresponding Measures of Deliverability metric and indicate the measure that is having the biggest impact on the Sender Score and overall reputation.

Points	Measures of Deliverability	You	vs Ideal		
-35	Sender Rejected ?	45.83%	0.17%	Fix	
-4	Unknown Users ?	4.17%	0.47%	Fix	
	Infrastructure ?	pass	pass	Fix	
	Volume ?	24		Fix	

Caption: Click to enlarge

Measures of Deliverability

The **Measures of Deliverability** (MoD) column shows key deliverability measures affecting a sender's reputation.

You can double-click and drill down into each metric to find uniquely related information. Each of these measures are shown in the tool as reported over the last seven days.

- Blacklists
- Complaints
- Feedback Loops (FBL)
- ISP Bulk Rate
- Message Filtered
- Sender Rejected
- SNDS Complaints
- Spam Traps
- Unknowns Users
- Volume

Points	Measures of Deliverability	You ?	vs	Ideal ?	
-4	Complaints ?	0.08%		0.08%	Fix
	Infrastructure ?	pass		pass	Fix
	Volume ?	27,512			Fix
	Sender Rejected ?	1.5%		0.44%	Fix
	Message Filtered ?	0.01%		0.28%	Fix
	Unknown Users ?	2.32%		0.65%	Fix
	Spam Traps ?	3		0	Fix
	Blacklists ?	2		0	Fix
	ISP Bulk Rate ?	100%		0%	
	FBL Complaints ?	0		-	
	SNDS Complaints ?	-		-	

Caption: Click to enlarge

VIDEO -- Why did my inbox placement drop?

In essence, if you find your inbox placement rates dropping, you can use the deliverability measures found in Reputation Monitor as a point of reference for fixing the problem(s).

Watch the video “Why did my inbox placement drop?” for an overview of these measures.

<<https://vimeo.com/115022641>>

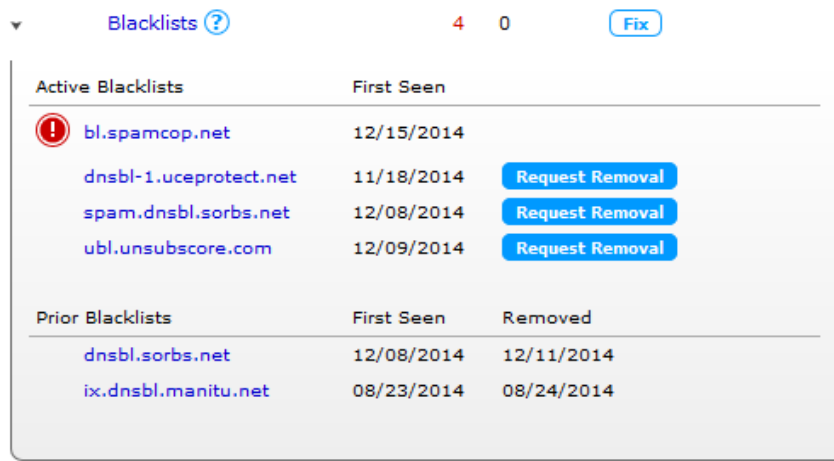


MoD -- Blacklists


A **blacklist** is a collection of IP addresses and domains that mailbox providers, spam filtering companies or anti-spam organizations create and maintain to assist with spam filtering or blocking. These lists of IP addresses and domains have been reported and listed as known sources of spam.

Public and private blacklists exist and mailbox providers often use a combination of both. Owners of a public lists publish and allow other organizations to use it to help them filter or block email.

If an IP address gets listed on a blacklist, it will probably be denied inbox placement.



The screenshot shows a user interface for managing blacklists. At the top, there is a header with a dropdown arrow, the word "Blacklists" with a help icon, and a status indicator showing "4" in red and "0" in black, followed by a "Fix" button. Below this is a table with two sections: "Active Blacklists" and "Prior Blacklists".

Active Blacklists	First Seen	
 bl.spamcop.net	12/15/2014	
dnsbl-1.uceprotect.net	11/18/2014	Request Removal
spam.dnsbl.sorbs.net	12/08/2014	Request Removal
ubl.unsubscore.com	12/09/2014	Request Removal

Prior Blacklists	First Seen	Removed
dnsbl.sorbs.net	12/08/2014	12/11/2014
ix.dnsbl.manitu.net	08/23/2014	08/24/2014

Caption: Click to enlarge

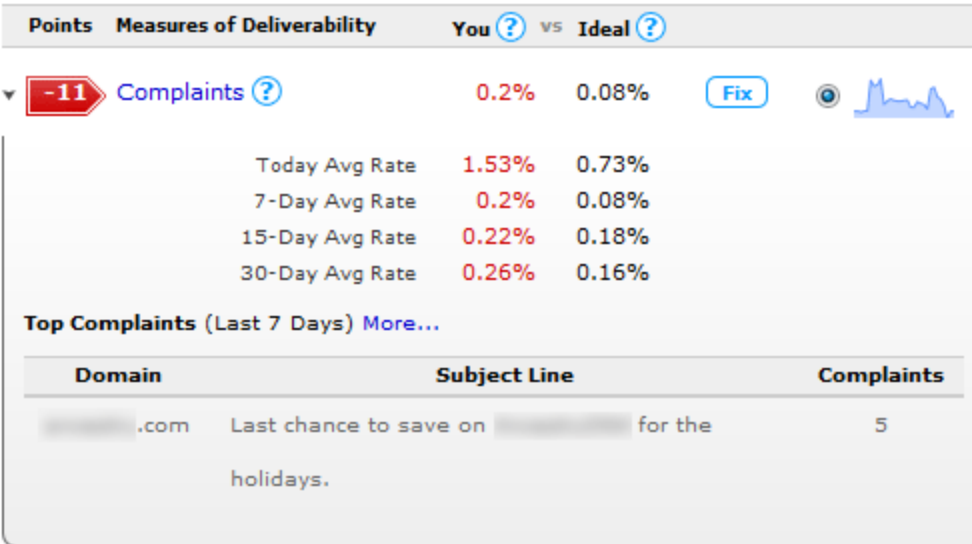
MoD -- Complaints

The **Complaint Rate** shows how often your subscribers complain to mailbox providers. A spam complaint is generated when the end user clicks the **spam** or **junk** button within their email application, such as Yahoo! or Gmail.

Mailbox providers calculate complaint rates by dividing the number of complaints by the number of delivered messages.

If the complaint rate is shown in red in Reputation Monitor, it means it is potentially too high. This could result in different degrees of filtering, including email being delivered to the bulk folder or being blocked.

To manage complaint rate issues, work with your Return Path Technical Account Manager.



Caption: Click the enlarge

MoD -- Feedback Loop

A **feedback loop**, or **FBL**, is a service offered by mailbox providers to provide senders with messages from subscribers who complained about their email.

When a subscriber complains about an email (hitting the spam or junk button), the mailbox provider will forward that email back to the sender so they can research the nature of the request to reduce the incidence of complaints.

The mailbox provider forwards the message complained about back to the sender at a designated email address that has been set up, so that the sender can suppress this user in their database.

Any publicly available feedback loop sources (for example, AOL, Hotmail/MSN, and USA.net) may be directed to us, and we will report the data through this feature.

Feedback Loop Monitoring

You should ensure that you are enrolled in all available mailbox provider feedback loops so you can not only remove complaints to keep your complaint rate low, but also understand the major sources of complaints within your email program.

Monitoring and making changes is a best practice that will enable you to ensure that you always have a low complaint rate, which is a high priority metric in sender reputation.

▼ FBL Complaints [?](#) 31,157 -

Feedback Loop Complaints (Last 30 Days)

Source	Complaints	Last Complaint On
AOL	5,184	12/15/2014
Comcast	2,262	12/15/2014
Cox	113	12/15/2014
Excite	20	12/08/2014
Hotmail/MSN	8,492	12/15/2014
Juno/Netzero	81	12/15/2014
Rackspace	19	12/15/2014
Tucows	27	12/12/2014
USA.net	4	12/08/2014
Yahoo!	14,955	12/15/2014

Caption: Click to enlarge

Knowledge Check

The following can be blacklisted:

- IPs
- Domains
- *IPs and Domains

Select how a mailbox **provider** makes decisions about which senders to block:

- They all use one universal blacklist
- * They all use a different combination of private and public blacklists
- They all use the same combination of private and public blacklists

Knowledge Check

If your complaint rates are too high, different degrees of filtering will occur, including:

- Bulking
- Temporary blocking
- Permanent blocking
- *All of the above
- None of the above

Knowledge Check

Feedback loops provide information around which reputation factor?

- *Complaints
- Spam traps
- Unknown users
- Volume

After signing up for feedback loops, you should:

- Do nothing
 - *Monitor and suppress user in your database
 - Monitor the reports
-

MoD -- Infrastructure

Infrastructure refers to the actual hardware used to deploy your emails. This can be done in-house or you might have your emails deployed on your behalf by an Email Service Provider (ESP).

For the Infrastructure reputation measure, we review two key measures; **Reverse DNS** and **Host Type**, which will be discussed in more detail next.

Keep in mind that maintaining a proper infrastructure is an important aspect of presenting yourself as a reputable mailer. The sending infrastructure is another important factor that mailbox providers look at to determine the sender's legitimacy.



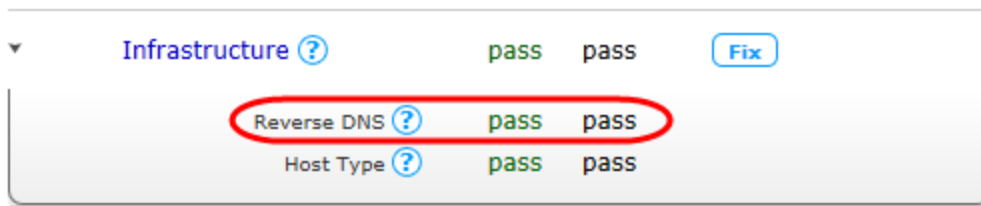
Caption: Click to enlarge

MoD -- Reverse DNS

Reverse DNS (rDNS) lookup is a process in which an IP address is matched correctly to a domain name, instead of a domain name being matched to an IP address.

Return Path performs a standard reverse DNS check and provides a simple pass or fail indicator. This test simply reports whether the IP address actually has a reverse DNS entry.

Reverse DNS checks are popular methods for catching spammers who use invalid IP addresses. If a spam filter or program can't match the IP address to the domain name, it may reject the email.



Caption: Click to enlarge

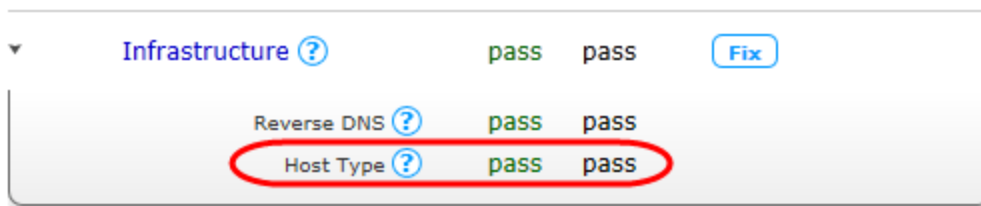
MoD -- Host Type

The **Host Type** reputation measure classifies the IP and associated host domain in terms of its static or dynamic nature.

You'll see a fail result if it's determined that the IP or host domain name you're using is dynamic.

A dynamic IP or host name means ISPs view your mail as more risky to accept.

Examples of dynamic IP space that can be risky are residential networks (provided to students by universities) and cloud computing networks that dynamically allocate IPs.



Caption: Click to enlarge

MoD -- ISP Bulk Rate

The **Mailbox Provider Bulk Rate (ISP Bulk Rate)** is the frequency at which an IP is seen in the junk or spam folder.

The bulk rate is calculated by dividing the total number of email sent to the bulk (junk or spam) folder by the total email seen from the IP address in the Inbox for that particular mailbox provider.

The ISP Bulk Rate is another way to know if you have a problem with bulk folder delivery at any one of the largest global ISPs (AOL, Gmail, Hotmail and Yahoo) from an IP address.

ISP Bulk Rate ?	13%	0%
AOL	0%	0%
Gmail	4%	0%
Yahoo!	13%	0%

Caption: Click to enlarge

Knowledge Checks

MoD -- Infrastructure

When referring to the Infrastructure reputation measure, we specifically refer to:

- Host Type and ISP Bulk Rate
- Host Type and Message Filtered
- *Host Type and Reverse DNS

When Return Path performs a standard reverse DNS check, this test simply reports whether the IP address actually has a reverse DNS entry

- *True
- False

The Host Type reputation classifies an IP and associated host domain its static or dynamic. A fail result be returned if the IP or host domain name you're using is static

- True
- *False

The Mailbox Provider Bulk Rate (ISP Bulk Rate) is the frequency at which an IP is seen in the junk or spam folder

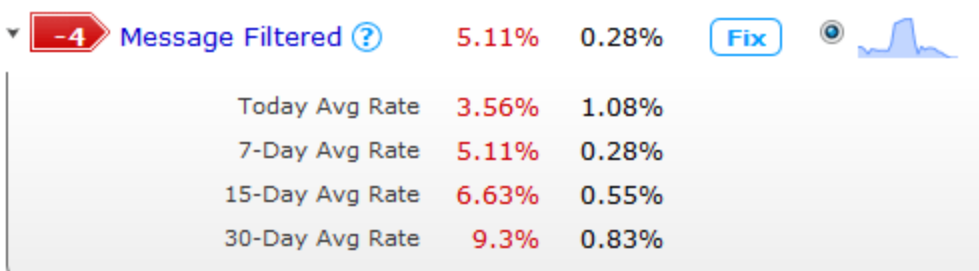
- *True
- False

MoD -- Message Filtered

The **Message Filtered** rate is the percentage of deployed email that was accepted at the gateway by the mailbox provider, but filtered into the bulk folder or not delivered to the inbox.

The **gateway** responsible for accepting and processing inbound mail. This is the point where mailbox providers and corporate domains filter the incoming mail before they accept it into their network for further filtering and processing.

Because the results displayed under Message Filtered are representative of reputation issues caused by a combination of other metrics, we suggest reviewing metrics such as spam traps, complaints, unknown users and more to identify the source of problems. Apply best practices and utilize the options listed when you click the Fix button.



Caption: Click to enlarge

MoD -- Sender Rejected

Sender Rejected mail is defined as any message that gets blocked during the SMTP conversation.

The SMTP conversation takes place between the sending and receiving email servers. It is during this process where the incoming email is filtered and either allowed to be delivered or gets blocked.

Mailbox providers reject email based on key reputation drivers such as complaint rates, spam trap hits, unknown user rates, third-party filtering and blacklisting statuses.

The data shown in Sender Rejected can be an indicator of poor reputation, therefore it is important to monitor your metrics shown within Reputation Monitor and ensure that a poor reputation is not causing your email to be blocked.



Caption: Click to enlarge

MoD -- SNDS Complaints

Microsoft SNDS Complaints are data from Microsoft's Sending Network Data Services (SNDS) system.

SNDS data gives you additional insight into factors contributing to their sending reputation, it's a confirmation that you have a spam trap or complaint issue.

You can use this information to confirm if you have a widespread issue. Do all of the different spam trap metrics show a problem, or is there only high numbers in one area, such as SNDS?

▶	ISP Bulk Rate ?	0%	0%
▶	FBL Complaints ?	0	-
▼	SNDS Complaints ?	5,842	-

Microsoft SNDS Data (Last 30 Days)

Complaints	Complaint Rate	Spam Trap Hits
5,842	.1%	21

Caption: Click to enlarge

MoD -- Spam Traps

Spam traps are email addresses activated by mailbox providers for the sole purpose of catching illegitimate email and identifying senders with poor data collection practices.

These **traps cannot** and **do not** subscribe to emails, so any emails received at these addresses are unsolicited and therefore spam.

There are two types of spam traps: **Pristine** and **Recycled**.

▼	-1 Spam Traps ?	10	0	Fix	
	Pristine Traps ?	0	0		
	Recycled Traps ?	10	0		

Caption: Click to enlarge

MoD -- Pristine Spam Traps

Pristine Spam Traps are email addresses created solely to capture spammers (sometimes referred to as honey pots). These email addresses were never owned by a real person.

Many spam trap operators will post (seed) pristine traps across the internet on various participating websites. They are usually hidden in the background code of web pages and are acquired by scraping email addresses.

Hitting pristine traps may indicate the presence of a bad data partner.

Spam Traps ?		10	0	Fix	
Pristine Traps ?	0	0			
Recycled Traps ?	10	0			

Caption: Click to enlarge

MoD -- Recycled Spam Traps

Recycled Spam Traps are email addresses that were once used by a real person. These email addresses have been abandoned and recycled by mailbox providers as spam traps.

Once mailbox providers reactivate (recycle) the abandoned email address, mail is once-again allowed to be received by the email address.

If you are hitting recycled spam traps, this typically indicates that your data hygiene processes are weak.

Spam Traps ?		10	0	Fix	
Pristine Traps ?	0	0			
Recycled Traps ?	10	0			

Caption: Click to enlarge

Knowledge Check

Select from the list the two types of spam traps:

- Reused and pristine
- Reused and primary
- *Recycled and pristine
- Recycled and perfect

Pristine Spam Traps are:

- Email addresses that no longer exist
- Email addresses consumers use to sign up for promotional email
- Role accounts that belong to large groups in an organization
- *Email addresses that are activated for the sole purpose of catching senders with poor data quality and poor data collection practices

Hitting pristine traps may indicate the presence of a bad data partner

*True

False

Recycled Spam Traps are:

Email addresses that no longer exist

Email addresses consumers use to sign up for promotional email

*Email addresses that were once used by a real person

Email addresses that are activated for the sole purpose of catching senders with poor data quality and poor data collection practices

MoD -- Unknown Users

Unknown Users are invalid addresses in a sender's database. A high unknown user rate is an indicator of weak data hygiene or suspicious address collection practices.

An example of an unknown user email is: donotreply@rp.com because the owner of this domain would not have signed up for an email program.

When you send to an unknown user, the mailbox provider will send a bounce, also called a Non-Delivery Report (NDR) or a (failed) Delivery Status Notification (DSN) message. It is an automated email containing a **bounce code**, which indicates the reason why the email could not be delivered.

Most mailbox providers tolerate an unknown user rate up to 10% and view high unknown user rates as characteristic of spammer mail streams.



Caption: Click to enlarge

MoD -- Volume

Sending Volume represents the quantity of mail sent. Warning signs for mailbox providers are:

Sudden increases in quantity of mail sent

Inconsistent behavior in quantity of mail sent

Regularly high quantities of mail sent

From a mailbox provider's perspective, the more consistent a sender is, the better.

A best practice is to set up a preference center where subscribers can choose the email they want to receive and when.



Caption: Click to enlarge

Knowledge Check

An unknown user rate above _____ can result in delivery performance issues

5%

*10%

15%

50%

Mailbox providers let you know when you send to an unknown user via:

A blacklist

*A bounce code

A complaint

A feedback loop

Knowledge Check

Email volume is determined by total amount sent

*True

False

In regards to sending volume, which factor has the most effect on your reputation?

*Consistency

IP management

Purchasing Email Lists

Seasonality

A best practice is to set up a preference center where subscribers can choose the email they want to receive and when

*True

False

<End of Measures of Deliverability >

Transition

Up Next

Now that we've covered the measures of deliverability we can cover the remaining components in the IP Details section:

You vs Ideal

Fix

Graph

You vs Ideal

For each metric listed in the Measures of Deliverability column, you will see the seven-day average along with the Ideal for comparison for that metric in the **You vs Ideal** column.

Ideal is the average measure from the top senders in our reputation data network. The top senders are represented by the very best 1-2% of global IP addresses which have secure infrastructure and high deliverability.

Your Sender Score reflects how similar your metrics compare to these top senders. If you have deliverability challenges, then this is a benchmark to work towards achieving.

Points	Measures of Deliverability	You ?	vs	Ideal ?		
> -6	Sender Rejected ?	0.9%		0.41%	Fix	
> -2	Spam Traps ?	17		0	Fix	
>	Infrastructure ?	pass		pass	Fix	
>	Volume ?	579,997			Fix	
>	Message Filtered ?	0.24%		0.31%	Fix	
>	Unknown Users ?	0.54%		0.64%	Fix	

Caption: Click to enlarge

Fix

The **Fix** button is a very helpful feature which gives you detailed information and best practices for resolving poor performance or issues with most of the Sender Score metrics.

FBL complaints and SNDS complaints do not have a fix button. If you have questions about the data, contact your Return Path Technical Account Manager.

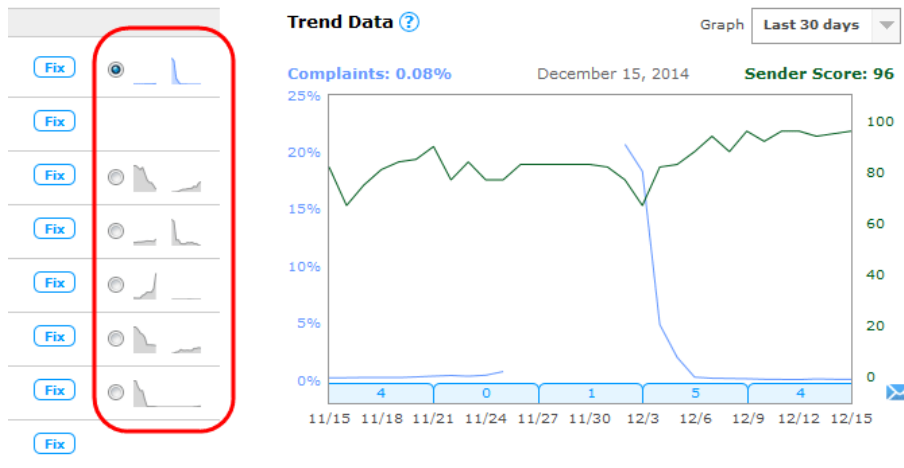
Points	Measures of Deliverability	You ?	vs	Ideal ?	
-4	Complaints ?	0.08%		0.08%	Fix
	Unknown Users ?	2.32%		0.65%	Fix
	Spam Traps ?	3		0	Fix
	Blacklists ?	2		0	Fix
	FBL Complaints ?	0		-	
	SNDS Complaints ?	-		-	

Caption: Click to enlarge

Graph

You can use the graph option to toggle between the different Measure of Deliverability options. These graphs allow you to easily see the overall trends that can help you identify issues in your email program.

Note: Hover over the graph to discover information about each specific point.



Caption: Click to enlarge

Wrap-Up

Access Reputation Monitor to see whether or not any issues are related to your reputation and to optimize your placement.

Not only can you review each metric that has an impact on your reputation, you can also find suggestions for how to fix the problem.