



HOW THE PAST INFORMS AND PREPARES US FOR THE FUTURE OF DELIVERABILITY

THE PRESENT

The background is a complex digital composition. It features a central, semi-transparent gear-like structure with a yellow sun-like symbol in the middle. Surrounding this are numerous flowing, wavy lines in shades of orange, yellow, and red, creating a sense of motion and energy. A grid of numbers, including digits 0-9, is scattered across the background, some appearing in larger, bolder fonts. The overall color palette is dominated by warm tones, with a dark, almost black, background that makes the glowing elements stand out.

MAIL

New Gmail protections for a safer, less spammy inbox

Starting in 2024, we'll require bulk senders to authenticate their emails, allow for easy unsubscribe and stay under a reported spam threshold.

Oct 03, 2023 · 2 min read

N

Neil Kumaran

Group Product Manager, Gmail Security & Trust

Share

<https://blog.google/products/gmail/gmail-security-authentication-spam-protection/>

Postmaster @ Yahoo & AOL

More Secure, Less Spam: Enforcing Email Standards for a Better Experience



By Marcel Becker, Sr Director Product Management

<https://blog.postmaster.yahooinc.com/post/730172167494483968/more-secure-less-spam>



ESP

- One-Click List-Unsubscribe Header compliant with RFC8058
- Domain Alignment Infrastructure
- Correct reverseDNS for all outbound IPs
- Use TLS for all outbound mail

SENDER

- Set up Aligned Authentication with DKIM and/or SPF
- Keep complaints below 0.3%
- Ensure that unsubscribes from List-Unsub headers meet the 2 day deadline
- Send mail from a domain you control



Monetizing Google And Yahoo's Changes To Email Authentication

Implementing Email Authentication

From February 1st, Google and Yahoo are implementing significant changes to email authentication that could impact your deliverability.

The goal for the changes is to cut down on spam, phishing and other malicious activities. The primary reason for email sending and phishing. The result of the new standard will be the greater delivery of legitimate email communications. However, it will require you to take new steps to ensure compliance. Here's how to get ready for the changes.

As these changes take effect, it's an opportunity for you to take the lead in preparing your clients for these fundamental changes to email authentication and delivery.

This eBook is a brief overview of what is coming and the steps that need to be taken, covering:

- Implementing Email Authentication
- New Guidelines for Bulk Email Sending
- Making Email Authentication Easy
- Staying Under the Radar (Threshold)

EASYSIMARC

Monetizing Google And Yahoo's Changes To Email Authentication

An MSP Opportunity

<https://easysimarc.com/blog/new-google-and-yahoos-changes-to-email-authentication/>

New Email Authentication Rules: Key Changes by Google and Yahoo Starting February 2024

19 January, 2024

<https://www.vircom.com/blog/new-google-and-yahoo-email-security-changes-february-2024/>

Navigating the new email Sender requirements: A guide to Google and Yahoo's latest updates

The Newsletter Newsletter · Follow

15 min read · Oct 9, 2023

newsletternewsletter/navigating-the-new-email-sender-requirements-a-guide-to-google-and-yahoos-latest-updates-14df9f28e252

Learn about the new requirements for bulk senders

- Changes coming for Google Mail and Yahoo Mail in 2024
- How to prepare for 2024 bulk email sending?

#emaildeliverability #emailmarketing #news

Spotzee
Marketing made easy
www.spotzee.com

READ

2024 Changes Understanding Google & Yahoo's Email Sender Rules

Understanding Google & Yahoo's New Email Sender Rules (2024)

Karina Acosta | Email Marketing | January 26, 2024

<https://adsharkmarketing.com/understanding-google-yahoos-new-email-sender-rules-2024/>

How to prepare for the big Google and Yahoo email changes coming in 2024

BUSINESS ADVICE

JOVANA VUJNIC · DECEMBER 20, 2023

<https://www.smartcompany.com.au/business-advice/how-to-prepare-for-the-big-google-and-yahoo-email-changes-coming-in-2024/>

From early 2024, Yahoo! and Google are making significant changes to their email sending requirements.

The marketing world has been buzzing with rumors about Google and Yahoo!'s plans to work together to protect people from unwanted emails. The changes have finally been announced, so here's our guide to ensuring you stay on the right side of the new rules.

<https://www.thinktank.org.uk/thoughts/are-you-ready-for-changes-to-google-and-yahoo-email/>



THE PAST

The background is a complex, abstract composition. It features a central, semi-transparent gear-like structure with a circular center and several teeth. This structure is overlaid on a dark, textured background. Flowing from the left and bottom are vibrant, wavy lines in shades of orange, yellow, and red, creating a sense of movement and energy. A network of dotted lines with small arrows at their ends crisscrosses the lower right portion of the image, suggesting a path or a system of connections. The overall color palette is dominated by warm tones (orange, yellow, red) against a dark, almost black, background.

Spam may overtake e-mail in 2003

Mitch Wagner
TechWeb News
InformationWeek
Thursday, December 12, 2002 Posted: 12:31 PM EST (1731 GMT)

(TechWeb) -- A message-filtering service says that spam will exceed legitimate e-mail by July.

Table 1 : Features of spam legislation in the United States, United Kingdom and Australia

Source: CAN SPAM Act 2003; the Privacy and Electronic Communications (EC Directive) Regulations 2003; the Spam Act 2003

	United States	United Kingdom	Australia
Name of legislation	Controlling the Assault of Non-Solicited Pornography and Marketing (CAN SPAM) Act 2003	Privacy and Electronic Communications (EC Directive) Regulations 2003	Spam Act 2003
Definition of spam	Commercial electronic message - email only	Electronic mail - including text, voice sound or message	
Opt-out or opt-in?	Opt-out	Opt-in	
Offence to use false or misleading header?	Yes	Yes	

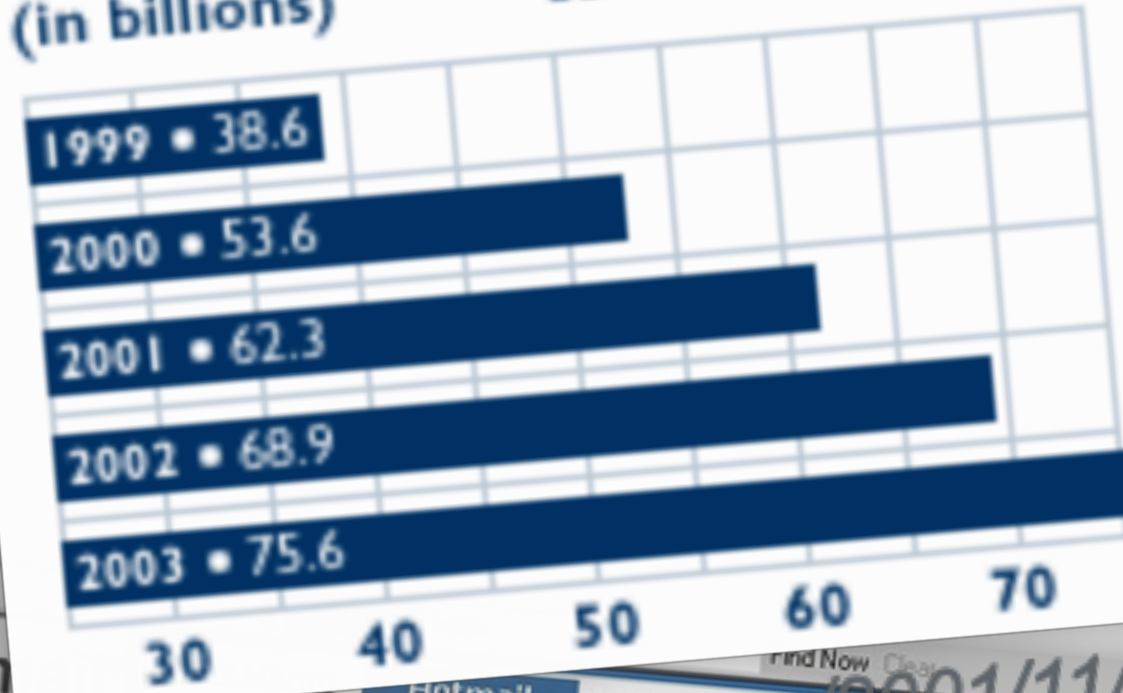
NEWS

The Rising Tide Of Spam / More than ever, a big drain on our time and money

By Joyce Slaton, Special to SF Gate
March 18, 2002

Unsolicited e-mail message volume in the U.S., 1999-2003 (in billions)

Source: eMarketer.com





INFLECTION POINT



High Standards for Senders. Big Benefits for Email Programs.

Get Delivered with the Return Path Certification program.

Return Path Certification is an exclusive whitelisting program with deep corporate market coverage. With certification, your company can increase more than 40% of all email inboxes.

Senders and consumers all want permission-based email to reach its destination. Return Path Certification provides ISPs with a whitelist of trusted senders who meet the highest program standards, so ISPs can let their mail through with confidence. Certified senders get higher delivery rates—and that means higher response rates.

To join the program must meet Return Path's rigorous standards for email infrastructure and practices.

Return Path: A Network of Trust That Provides Long Term Value

Return Path is built on a network of trust between senders and ISPs. It provides privileged access to the largest, broadest and most respected email universe. Our service is uniquely designed to help senders achieve maximum inbox delivery. Certification offers two levels of certification. Your level is determined by your business practices and performance metrics.

Level 1: Safe sender: Leading ISPs and filtering companies recognize Return Path certification program to identify legitimate and reputable business senders. Safe senders receive higher inbox delivery rates.

Level 2: Commercial sender: Return Path certification program to identify legitimate and reputable business senders. Commercial senders receive higher inbox delivery rates.

Goodmail Systems: Creating Trust in Email

- Creators of CertifiedEmail & CertifiedVideo
- Partnered with the following ISPs:
 - AOL, AT&T, BT, Comcast, Cox, Time Warner Road Runner, Telus, Verizon, Yahoo
- CertifiedEmail value
 - For consumers: safe and reliable means to easily identify authentic email messages from legitimate commercial and nonprofit email senders
 - For Senders:
 - Assured delivery
 - Images are rendered and links active
 - CE messages stand out
 - For ISPs and ESPs: revenue share model



America Online E-mail Guidelines

[AOL Unsolicited Bulk E-mail Policy](#) | [E-mail Standards](#) | [HTML in E-mail](#) | [Best Practices](#) | [Contact Us](#)

This page is a reference point for guidelines concerning sending email to America Online. Check this page frequently to make sure that you are in compliance with all of our guidelines and avoid problems sending mail.

- [AOL Unsolicited Bulk E-mail Policy](#)
 - This page is the official America Online policy on received bulk mail.
- [E-mail Standards](#)
 - This page outlines in some detail the technical standards we expect from people who send mail to AOL members.
- [HTML in E-mail](#)
 - AOL has established a specific policy on what sorts of HTML are and are not acceptable in e-mails to AOL members. This information will help you make sure your email conforms to these guidelines.
- [Best Practices](#)
 - This information covers the way that we would prefer to have mailers send e-mail to AOL.

<https://web.archive.org/web/20040703101715/http://postmaster.info.aol.com/guidelines/>

HABEAS

- **Basic Idea:** Copyrighted and trademarked Haiku allowed only in non-SPAM mail.
- SA gives a negative SPAM score to messages which contain the following headers:

X-Habeas-SWE-1: winter into spring
X-Habeas-SWE-2: brightly anticipated
X-Habeas-SWE-3: like Habeas SWE (tm)
X-Habeas-SWE-4: Copyright 2002 Habeas (tm)
X-Habeas-SWE-5: Sender Warranted Email (SWE) (tm). The sender of this message warrants that this is a Habeas Compliant message. Please report use of this message to <http://www.habeas.com/report/>.
X-Habeas-SWE-6: email in exchange for a license for this Habeas
X-Habeas-SWE-7: warrant mark
X-Habeas-SWE-8: Message
X-Habeas-SWE-9:

Sender Support

ISP	Postmaster site	Feedback Loop	Whitelist	Support
AOL	Postmaster Website	FBI signup pages	Whitelist Signup	AOL support pages AOL Postmaster Blog
AT&T	postmaster pages	does not offer	does not offer	SMTP errors list
Bellsouth	postmaster pages	does not offer	does not offer	unblocking page
Charter	postmaster pages	does not offer	does not offer	blocklist removal form
Comcast	postmaster pages	Comcast FBI signup page	does not offer	blocklist removal form
Cox	postmaster pages	Cox FBI signup page	does not offer	blocked users
Earthlink	postmaster site	Send email to fbirequest@abuse.earthlink.net	does not provide	does not provide
Excite	postmaster website	does provide	does not provide	
Fastmail		FBI signup		
GMX	mail.com			
Gmail	bulk senders guidelines	does not provide	does not offer	troubleshooting
Hotmail	Postmaster Website	JMRPP signup pages	does not provide a whitelist	Hotmail support pages

<https://web.archive.org/web/20140704004847/https://wordtothewise.com/isp-information/>







THE PRESENT

Are Your Email Marketing Metrics Being Impacted by Gmail Prefetching Images?

emails
getting
bot clicks?

Are your emails getting bot clicks?

8 min read

Updated: 29th Oct 2021

HOW-TO

Block Email Tracking: Stop a sender seeing you've opened an email

Here's how to stop a sender from being able to see that you have opened their email and ensure that your email isn't being tracked.



By Martyn Casserly

Contributor, Macworld | JAN 13, 2022 2:12 PM PST

<https://www.macworld.com/article/678339/block-email-tracking-stop-a-sender-seeing-youve-opened-an-email.html>

What you
need to know
about Apple
Mail Privacy
Protection



Fighting "fake" opens and clicks in email engagement reports.

 Groundhogg

Your open rate is
mostly these guys...



-in-email-engagement-reports/

Could Germany be the first in Europe to ban TikTok? Lawmakers call for debate following US vote



CEF 2024: Launch of coordinated enforcement on the right of access

28 February 2024

January plenary - adopted documents

27 February 2024

EDPB clarifies notion of main establishment and calls on EU legislators to make sure CSAM Regulation respects rights to privacy and data protection

14 February 2024

EDPB launches website auditing tool

29 January 2024

https://www.edpb.europa.eu/news/news_en



CCPA Compliance: Regulators Marketers Must Follow

<https://www.emailonacid.com/>

Taoiseach says Tik Tok will be banned on all government devices

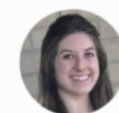
IRELAND



Lack of federal data privacy law seen hurting IT security

Without federal data privacy protections, businesses can freely amass vast amounts of consumer data, raising cybersecurity risks for both consumers and businesses.

Published: 27 Oct 2023



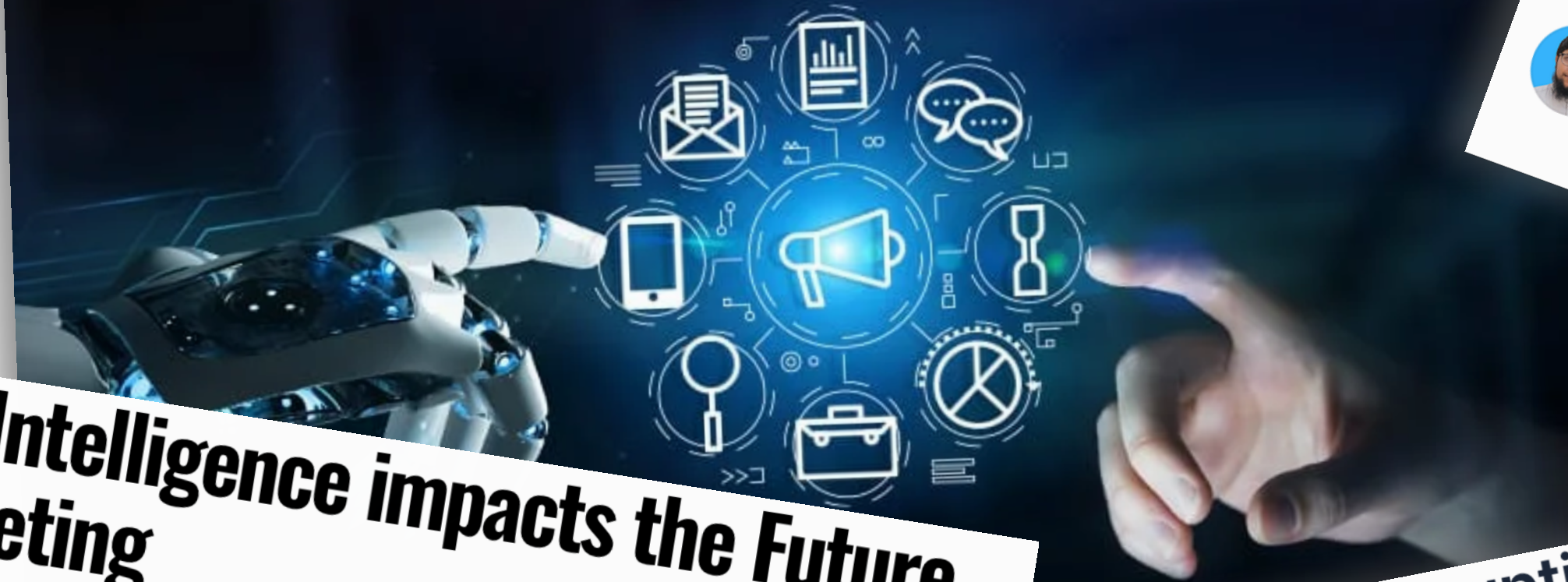
By **Makenzie Holland**, Senior News Writer

<https://www.techtarget.com/searchcio/news/366537459>

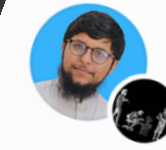
Following UK and US government and EU institutions in banning the Chinese owned social media platform from official public sector devices. Photo: AP

<https://www.breakingnews.ie/ireland/tiktok-should-be-removed-from-government-devices-says-national-cyber-security->

How **ARTIFICIAL INTELLIGENCE** (AI) is Changing the World of Digital Marketing



The Future of Artificial Intelligence In Marketing



Ghulam Mustafa Shoaib · Follow
Published in Becoming Human: Artificial Intelligence Magazine · 5 min read · Aug 24, 2022

<https://becominghuman.ai/the-future-of-artificial-intelligence-in-marketing-9928ae6960b6>

How Artificial Intelligence impacts the Future of Digital Marketing

BY ROHAN MATHAWAN — May 4, 2023 in Tech Reading Time: 10 mins read



<https://techstory.in/how-artificial-intelligence-impacts-the-future-of-digital-marketing/>

How AI is Disrupting the Marketing Industry

Leave a Comment / By Jagpreet Singh Kundal / March 9, 2023



<https://www.learningroutes.in/how-ai-is-disrupting-the-marketing-industry/>



INFLECTION POINT



THE FUTURE



**TREAT ISP BEST
PRACTICE
RECOMMENDATIONS
AS FUTURE
REQUIREMENTS**

BE PREPARED FOR LESS USER FOCUSED TRACKING

The background is a complex, abstract composition. It features a dark, almost black, base with intricate, glowing patterns. Numerous thin, golden-yellow lines and larger, semi-transparent circular shapes resembling gears or orbits are scattered across the frame. A prominent, bright, multi-colored lens flare or light burst is centered horizontally, with hues of orange, red, and yellow. Overlaid on this is a large, dark, circular shape that looks like a camera lens or a stylized eye, with a vertical line passing through its center. The overall effect is one of high-tech, futuristic, or scientific complexity.

**EXPECT UNCERTAINTY
DURING TRANSITION
PHASE**



LAURA ATKINS

WORDTOTHETHEWISE.COM

ABOUTMY.EMAIL

WWW.LINKEDIN.COM/IN/LAURAATKINS/