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ESPC Full Member Call on April 3: Andrew Bonar on Deliverability -- Attend this one and Pass On to Your Colleagues

All,

Great news! On our full member call on April 3, at 4:00 ET, Andrew Bonar will present on Deliverability issues. His topic and bullets are below. Please accept the invitation in your calendars, pass it along to others in your organizations, and try to attend if you can. He is a great speaker, and this is a great topic.

Best regards,

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WHEN: APRIL 3

WHAT: ESPC FULL MEMBER CALL

DIAL-IN: 888-574-8858; Access Number: 63697

TOPIC:

Back to Basics

Despite recent changes at webmail providers and other places, in respect of deliverability there was a very clear Back to Basics message delivered at the recent M3AAWG from the Mailbox Providers.

It is as important as ever to ensure RFC Compliance, SPF and DKIM signing are in place before sending email.

Getting this all setup is not even half the battle, with the new Gmail Feedback Loop its very likely you will need to be DUAL DKIM signing clients email, once done you need to monitor to ensure no problems are introduced.

Topics covered to include:

- Back to Basics; RFC Compliance, SPF, DKIM Authentication
- A closer look at the recently announced Gmail Feedback Loop
- Dual DKIM Signing: Why, When and How (Gmail Feedback Loop)
- Monitoring; Roll your own/ Low cost alternatives

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