

CSA IP Platform Certification

Reliable delivery of commercial bulk emails through verified quality

What is CSA IP platform certification?

CSA IP platform certification checks and confirms the sending of commercial bulk emails according to defined quality standards. Certified IPs are added to an IP list that participating mailbox and security providers check daily. The result: optimised delivery through increased trust and delivery data.

Advantages of CSA IP platform certification



Reliable delivery

Higher delivery rate, reduction of throttling and filtering



CSA certificate

Seal of approval for high-quality and secure email sending



Real data

Detailed delivery data from mailbox and security providers and notifications from the Internet Complaints Office



Online monitoring tool

Processed data for analysing reputation and authentication problems



Expert support

Help with reputation issues & troubleshooting with mailbox providers



CSA network

Access to the exclusive CSA member network

Real data in the Certification Monitor: Identify vulnerabilities and take targeted action

Certification Monitor provides real delivery data from international mailbox and security providers. This enables targeted identification of problems with the reputation and authentication of IPs and domains, effective root cause analysis, sustainable optimisation of delivery quality and protection of sender reputation.

• Spam complaint rate

How often are emails marked as spam?

• DKIM errors

What authentication problems have been identified?

• Spam trap hits

How often were emails sent to spam trap addresses?

• Individual complaints

What do individual user complaints refer to?

• Inbox deviation

What deviation in deliverability is noticeable compared to the previous day?

• Spam Complaint Deviation

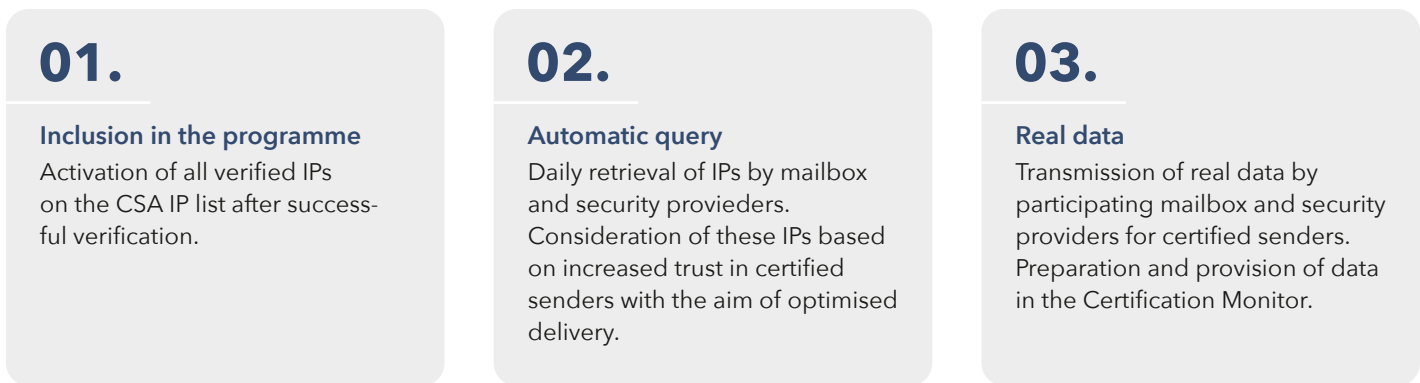
What deviation in the spam complaint rate can be seen compared to the previous day?

Requirements for participation

- **Sending commercial bulk emails**
Transactional or promotional via dedicated or shared IPs
- **Technical responsibility & IP sovereignty**
Proof via Whois entry or DNS token
- **Certification of all sending IPs**
All sending IPs must be certified
- **Compliance with CSA standards**
Compliance with quality standards in the following areas:
 - Trust & transparency
 - Abuse prevention
 - Authentication
 - List hygiene
 - Reputation

How the IP list works

The CSA provides participating mailbox and security providers with a list of certified IPs for query purposes.



Your path to certification



About CSA

The Certified Senders Alliance is a service provided by eco - Association of the Internet Industry in cooperation with the German Dialogue Marketing Association, DDV. Since its foundation in 2004, the CSA has acted as a neutral interface between mailbox providers and senders of commercial emails.



Interested in certification?

You can find more information here:
<https://certified-senders.org/certification-process>