Improve the delivery & deliverability of your commercial emails: Increase your inbox placement rate and reduce the impact of spam filtering on your communication

How does IP Whitelisting work?

Mailbox providers want to achieve the highest level of user satisfaction, but are faced with a challenge: They need to **protect their users from unwanted emails,** and at the same time **guarantee that wanted emails arrive in the inbox.**

To protect their users from spam, mailbox providers set their filters to a high level. However, this can also lead to **wanted messages not passing through this filter**, but being falsely **tagged as spam** and thus **not reaching the recipient.**

Given that the IP addresses of CSA certified senders are on the **CSA whitelist** and mailbox providers access this whitelist, these addresses are recognized as **professional email senders.** As a result, they experience a **better inbox placement rate** from the participating **mailbox providers** and **spam filter providers.**

The CSA allows an unlimited number of IP addresses to be listed on the CSA Whitelist.

Examples of deliverability benefits at several mailbox providers and spam filter providers:

Our partner Talos/Cisco achieves the following benefits for certified senders in comparison with non-certified senders[1]:

1. **62.0% - move from throttling to non-throttling** (also corresponds to moving from "Neutral" to "Good" score, as displayed on talosintelligence.com
2. **84.9% - move to whitelist** (no content scanning)

At the mailbox provider RelAix Networks GmbH, **blacklists are ignored** and are overwritten by the CSA certified IPs. The emails are **given preferential treatment** and **on no account will they be further tagged as spam**, because the CSA-IPs generate a negative spam value. Emails also **arrive more quickly**, because greylisting is bypassed. RelAix Networks GmbH took the decision to participate in the CSA because they regularly optimize their mail-servers to achieve the best email experience for their customers.

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[1] Blocking, throttling, and whitelist (exception from content scanning) are based on the default thresholds on the Cisco Email Security Appliances. The percentages are based on the number of certified IP addresses and their reputation scores, not on the amount of traffic from those IP addresses. Note that the ranges overlap, so the percentages won't add up to 100.

At Hornet Security GmbH, the deliverability **benefit** consists of the **exclusion of spam filters** if the sender-IP is on the CSA Whitelist. The **second level of spam filters (after receiving the email) are no longer applied**. Hornet Security joined the CSA in order to achieve a further improvement in spam-filter quality and increase the internal filter speed for bulk mailing.

Examples of additional value:

At **GMX** and **WEB.DE**, the recipient – as well as having better delivery – is offered a **"Newsletter unsubscribe"** function for emails from CSA-certified senders, because they are recognized as trustworthy. This simple unsubscribe option **circumvents the possibility that the recipient will tag the email as spam**, which can have a negative impact on the reputation of the sender.

What our partners and certified senders say:

The sender "OCKnet" was able to increase its **deliverability rate by more than 30%,** and **the open rate increased by 11% after certification**.[2] The CSA could support achieving this result with the check of the CSA criteria and thus setting the technical platform on a higher level.

Oliver Kolten, OCKNet:

> *"I can fully recommend the CSA. Finally, someone that can **make direct contact with the relevant providers**."*

Marcel Becker, Oath Inc. (mailbox provider Yahoo & AOL):

> *"**I recommend that email service providers get themselves certified by the CSA**. Through the certification and the associated quality control, they can improve the relevance and quality of their commercial emails. For us, the CSA Whitelist means that we can trust the senders and offer our users a better experience."*

Protect yourself against legal and financial risks through complete compliance with legal standards

The **CSA criteria** are based on the strict European stipulations and **basically cover prevailing law in email marketing internationally**. Compliance with the **CSA legal criteria protects senders against legal consequences** resulting from unlawful sending practices. CSA experts inform certified senders about legal changes and ground-breaking verdicts in email marketing.

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[2] These values compare the average before certification with the average 4-12 weeks after certification.

Protect your reputation through early warning from the eco Complaints Office and daily Spam Trap Reports

The CSA supports certified senders to **protect their (IP) reputation** and **develop trust.** We have developed our own tools for the **analysis of data from a range of international sources**.
The **eco Complaints Office provides the complaints management for the CSA** and offers, as an authoritative source, comprehensive support in compliance with the CSA Rules of Procedure. Individual **spam complaints from end users are legally assessed** and recommendations for action are provided on the basis of the CSA Rules of Procedure. This offers certified senders the chance to recognize specific challenges and take action based on advice, in order to **avoid complaints in the future.**

Nationally and internationally interconnected: Together for a clean Internet

On a national level, the **eco Complaints Office is partner of the German Safer Internet Centre**. Besides the **eco Complaints Office is a (founding) member of the international hotline network INHOPE**. More than **45 complaints offices from over 40 countries** belong to this association. Every member can pass on complaints to each other, if the reported content is not hosted in their own country. Anyway user complaints addressing CSA certified senders are only managed by the eco Complaints Office.

To assess technical breaches of the CSA Rules of Procedure, and thus also of established best practices, the CSA also evaluates newsletters from the certified senders. **The CSA promptly informs senders if the rules have not been adhered to.**
As well as receiving data from the eco Complaints Office, the CSA also receives data from further partners, e.g. information about spam trap hits. **This information is updated daily and, without additional cost, forwarded to CSA certified senders**. In this way, senders can work on the causes of spam trap hits at an early stage, intercepting the threat of their **IP addresses being blocked**.

What certified senders say:

Florian Vierke, Mapp Digital Germany GmbH:

> *"With the help of the daily spam trap reports from the CSA, we were able to convince one of our customers to deactivate one of their data sources. As a result, **the customer was able to significantly improve its mailings and doesn't experience any spam trap hits anymore**."*

Strengthen your trustworthiness with the CSA seal of quality

The CSA stands for the highest standards of quality in email marketing.
Certified senders subject themselves voluntarily to the strict legal and technical quality standards and monitoring by the CSA. Certified senders can use the **CSA seal of quality** and the accompanying certificate **effectively for their external communication**.

What certified senders say:

Catharina von Hobe, CvH Design GmbH & Co. KG:

> *"For me, the CSA certification is the most important quality distinction of a serious sender in email marketing. Only in this way is a higher deliverability rate feasible. For me,* ***providers without this certification don't even come into question as service providers, and I advise my customers in the strongest terms against using them****."*

Increase awareness of your service with a CSA seal of quality on emailvendorselection.com

CSA certified senders have the possibility to differentiate themselves from other senders with the **individual CSA certificate**. The CSA also supports the **business development of certified email service providers**, in that certified companies are listed on emailvendorselection.com with the CSA logo[3]. On this platform, companies that engage in marketing can, at a glance, find all necessary information for **choosing their email service provider**.

Expand your network as part of a lively community of email experts

The CSA offers a platform, on which marketers, email service providers, producers of spam filters and security software, and Internet service providers can meet on an equal footing. In a trusting atmosphere, current challenges and future topics are discussed and shaped.

Through mailing lists and events, a lively community engages in discussion that can strongly influence the email marketing of the future. **The international CSA Summit, as the flagship event, is of course free for certified senders and partners**[4].

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[3] With 186,539 Unique Views on the website of all listed service providers and a further 13,359 Unique Views of the CSA's own overview page, the portal is enjoying increasing popularity. The figures are for website visits in 2017.
[4] Free participation is limited to individual tickets.