



CSA Summit 2015

Email Marketing and Reputation



Ivo Ivanov, Director of CSA, opened the second CSA Summit on April 23rd 2015 in Bauwerk Cologne. He welcomed nearly 100 guests from 9 nine different countries and presented the upcoming program to the audience.



Harald A. Summa, CEO of eco - the Association of the German Internet Industry, held a keynote about "25 years Internet" Everything's cool. Anything's possible," incorporating some of the stories behind the anniversary celebration "20 years eco": Yesterday. Today. Beyond Tomorrow". He discussed certain milestones in the development of the Internet, and eco's role in this process.





Dr. Torsten Schwarz, Leader of the eco Competence Group Online Marketing, spoke about the relevancy of email as a marketing tool. He discussed various methods to match marketing emails with the profile of an individual customer and explained how to increase brand reputation with the help of email marketing.



Alexandra Koch-Skiba, Head of eco Internet Complaints Hotline, explained current developments in complaint management as well as the difference between legitimate and unjustified complaints. She explained why the number of complaints has continuously risen over the last few years and showed the consumers' motivations behind the complaints.



Sven Krohlas and Nikolas Schäuble (1&1) spoke about "Resulting challenges of email growth for best user experience". They gave some advice on user-protection and showed some practical examples during their talk.



Sebrus Berchtenbreiter, Chair of Council Digital Dialog, reported on "The trade-off between maximizing volumes and protecting brand reputation" and presented a study about reputation management through email marketing.



Following this, the CSA Team presented the CSA Services. The team explained the



functioning of the customer login portal and the Sender Reputation Index (SRI), as well as the Email Performance Service, which is coming soon. Rosa Hafezi explained the CSA Workshop concept which provides training opportunities for CSA members.



Tim Draegen President DMARCIAN and Marcel Becker Director Product AOL Mail explained "Why DMARC works: The benefits of making email easy to identify". Through DMARC, emails can be identified by the sender's IP-address - which helps to build up domain reputation and prevents phishing.





Finally, the CSA-Team introduced the panel discussion "CSA 2.0- Listening to the voice of the market" and explained challenges for whitelisting in the future. The panel discussed solutions for the problems that were identified during the presentations.



Marcel Becker (AOL Mail), Sven Krohlas (1&1), Tobias Herkula (optivo GmbH) and Hagai Hartmann (Emarsys) discussed application criteria and quality standards, changing responsibilities of domain owners and the role of CSA in this process.