Certified Senders Alliance

12 tips to ensure your emails arrive

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Ideally, advertising emails will reach the right customer, who is happy to receive it and carries out a desired interaction. However, a few legal and technical hurdles have to be overcome before that happens. The experts at the Certified Senders Alliance (CSA) have put together twelve compact tips to ensure delivery and to protect you from any legal fall-out.

The Quality Standards for Email Marketing of the Certified Senders Alliance (CSA) has existed for twelve years and was initiated by Deutschen Dialogmarketing Verband e. V. (DVV) and eco – Association of the Internet Industry. The CSA has established itself as a standard both internationally and in Germany and is steadily growing with new members and partners. With this extensive experience in the field of email marketing, CSA's experts have formulated twelve concrete steps for successful advertising emails, particularly in the German market.

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Legal tips

1. Consent: Every advertising email must have been previously consented to with an explicit, transparent and separate opt-in action.

2. Customer relationship: There is only one exception to the previously mentioned opt-in. If there is an existing customer relationship, e.g. from the purchases of goods or services, then it is enough to offer the chance to opt out. This only applies to the advertising of similar products.

3. No obfuscation: The advertising character of the email must be obvious. The recipient must be able to clearly identify the email as a commercial message before opening it.

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Legal tips

4. Unsubscribe link: Each advertising email must include an unsubscribe link.

5. Impressum: The impressum, or legal notice, is a must in newsletters; either in full in the email or a link which leads to the impressum page within a maximum of two clicks.

6. International regulations: When sending newsletters internationally you must consider the regulations in the country of destination – is an opt-in or opt-out required?

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Technical tips

1. Reputation: Carefully tend to your server's good reputation. Otherwise, the Internet Service Provider (ISP) won't even accept your emails.

2. Basics: The same applies to basic email standards. The hostname must match the server's HELO, as must the rDNS.

3. Sender Policy Framework (SPF): With the SPF, you let the receiving ISP know from which IP address it can expect emails in your name, and how to react when emails in your name are sent from other IP addresses.

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Technical tips

4. Domain Keys Identified Mail (DKIM): With DKIM, you "sign" all of your emails digitally and this makes them uniquely identifiable when compared with fraudulent emails sent trying to benefit from your good name.

5. Domain-based Message Authentication Reporting Conformance (DMARC): DMARC is the latest weapon against phishing. It complements SPF and DKIM by including instructions for the receiving ISP on how to deal with emails sent in your name which are not actually from you. DMARC reports also uncover possible phishing sources and help avoid further abuse.

6. Relevance: Just complying with all of the technical standards is not enough; your emails still need to be interesting and relevant. Your good reputation is maintained – and your emails delivered – only when recipients actually open and read your emails

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Further information on the services offered by CSA can be found at

https://certified-senders.eu

Contact

info@certified-senders.eu
+49 (221) – 70 00 48 – 203

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