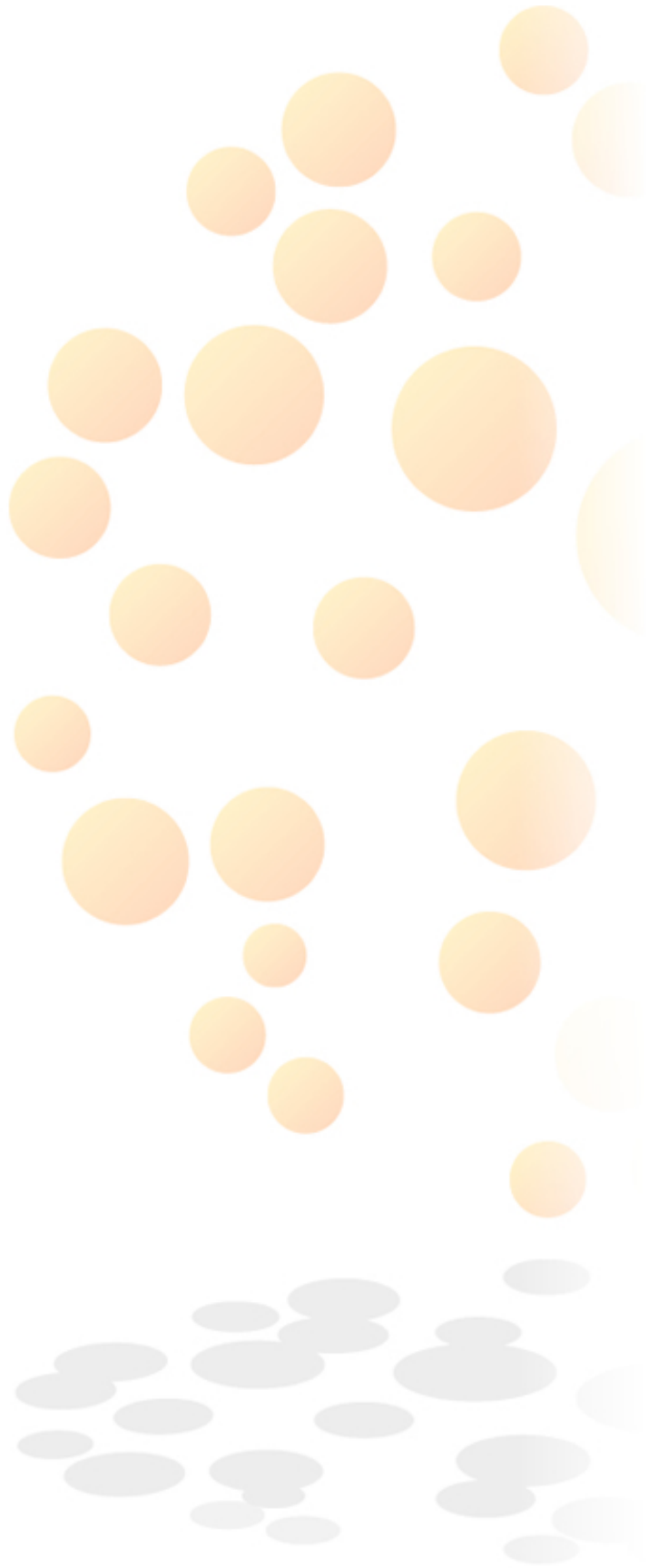




datran
media

Feedback Loop Setup



Feedback Loop Setup

The Benefits of Feedback Loops

With 12 feedback loops (FBLs), or automated complaint response systems, currently in place at several of the world's largest ISPs including AOL, Hotmail and Yahoo!, it's safe to say that feedback loops have become an email industry standard. This is great news for email senders. Foremost, the data returned as part of the feedback loop system is extremely ACTIONABLE. Members that complain through a feedback loop can be unsubscribed, reducing future complaints. Campaigns, subject lines and "from" addresses can also be monitored to ensure that campaign elements are working well and identify areas that need improvement. Complaints received through feedback loops should be equally important to the evaluation of a business' overall email marketing efforts as is open and click data. Monitoring these complaints will improve your email practices as well as ensure complaint rates do not exceed Internet Service Provider (ISP) thresholds, which can result in temporary and/or permanent blocks by the ISPs.

Prior to requesting FBLs, it is important to have information listed below available. Once this is in place, review the methods for request per FBL and what to expect once your FBL request has been submitted.

Submitting Feedback Loop Applications

The following information should be gathered for each domain to be registered for FBLs. This is an inclusive list across FBL requirements. You will not need to submit each item to each FBL.

Company Information

Company Name
Company Address
Physical Address for Company in emails
Contact First Name and Last Name
Email Address of Contact
Phone Number for Contact

Mailing Domain Information

Domain Name
SPF Records
SenderID
Domain Keys
List of IPs
FBL Email Address

Business Practices

Privacy policy URL
Opt In URL

Processing Feedback Loops

Fundamentally, feedback loop processing is accomplished through two steps:

Capturing

With each of the feedback loops below, except Hotmail SNDS, the communication medium is email. Therefore, the initial step is to create an email account(s) that will capture all member complaints.

Processing

There are several key differences between the various feedback loops:

- a. Emails generated via a feedback loop may be provided in real-time or batched.
- b. While the Abuse Reporting Format (ARF) is a growing standard for feedback loops, it is common to simply forward a copy of the original message.
- c. Unlike the standardized ARF format, FBL complaints sent in other formats vary.
- d. Different contents include:
 - i. The complaint included in the body or as an attachment to the message.
 - ii. The contents may include the entire original message or as little as email address only.
 - iii. In some cases the recipient's email address may be removed from the returned complaint.

Creating a unique ID header that can be used to identify the member for automated processing and capture other valuable information about the complaint is highly recommended. For example, the unique ID might identify the mailing contents or marketing campaign about which the member has complained. This information can be used to improve future messages.

This chart provides the methods to request each feedback loop, the required information and the expected responses.

<p>Feedback Loop Abuse.net update@abuse.net</p>	<p>Required Information Domain Information</p>
<p>Description Abuse.net database entries can be verified by doing a lookup on the submitted domain using: http://www.abuse.net/lookup.phtml</p>	
<p>AOL FBL http://postmaster.info.aol.com/tools/FBL.html</p>	<p>Company Information Domain Information</p>
<p>AOL will return an automated response to abuse@domainname.com with a confirmation link that must be clicked to confirm the AOL FBL request. Upon confirmation, AOL will provide a response within 24 hours.</p>	
<p>Excite FBL emailadmin@cs.excite.com</p>	<p>Company Information Domain Information</p>
<p>A response should be received from Excite within 3-5 business days. The response will be sent from the Postmaster and will be brief. If accepted, prepare to process FBLs received. This FBL will provide sparse amounts of volume.</p>	

Hotmail / Windows Live JMRP
<http://postmaster.live.com/Services.aspx#JMRPP>

Company Information
 Domain Information
 Practices
SenderID Required

Hotmail will review the application and provide one of two responses:

- Acceptance to the JMRP program and next steps to complete enrollment, which includes a signed agreement to be completed online. Once this is signed, additional information will need to be provided. Once this final step is completed, Hotmail will provide communications to confirm that the FBL is setup.
- Denied application. This occurs if critical information is missing, clarification is needed, reverse DNS is not in place or IP contact information does not match company information.

Hotmail / Windows Live SNDS
<https://postmaster.live.com/snds/index.aspx>

Domain Information
 or Autonomous System Number (ASN)
SenderID Required

Enter a network you are responsible for via IP, IP range or the Autonomous System Number (ASN) that you own. The authorization algorithm works using reverse DNS, WHOIS and the global Internet routing table. If successful, the authorization algorithm will return a list of email addresses it found to be associated with the provided IP range in a properly authoritative manner. If it doesn't return any addresses, try following the advice it provides. Click on the link in the email you receive at the chosen authorization address. This link will provide the authorization token to the SNDS Web site

Hotmail / Windows Live Unsubscribe

Member of JMR Program
 List-Unsubscribe header within
 sent messages

According to the list-unsubscribe standard, per RFC 2639, the feedback mechanism can be specified by the sender as a mail-to or http response.

At this time Hotmail / Windows Live only supports the mail-to option.

OutBlaze FBL
postmaster@outblaze.com

Company Information
 Domain Information
 Practices

A response should be received from Outblaze within 3-5 business days. The response will be sent from the Postmaster and will be brief. If accepted, prepare to process FBLs received. This FBL will provide sparse amounts of volume.

<p>Road Runner FBL http://security.rr.com/spam.htm#FBL</p>	<p>Company Information Domain Information</p>
<p>A response should be received from RoadRunner within 3-5 business days. The response will be sent from the Postmaster and will be brief. If accepted, prepare to process FBLs received. This FBL will provide sparse amounts of volume.</p>	
<p>Yahoo! mail-abuse-bulk@cc.yahoo-inc.com</p>	<p>Company Information Domain Information Signing Key (Domain Key)</p>
<p>Upon review, a manual response will be received from a Yahoo! Customer Care member confirming setup.</p>	
<p>United FBL http://www.unitedonline.net/postmaster/whitelisted.html</p>	<p>Company Information Domain Information</p>
<p>Once the United Online FBL request form has been submitted, United Online will return an automated response confirming that the application has been received. Additionally it provides a communication stream to add any additional information that may not have been provided in the original request. After United Online has reviewed the application, two possible responses can be received: - Confirmation that the information provided has been added to their Trusted Sender List and FBL setup - Denial to be added to their Trusted Sender list and FBL setup with provided reasons</p>	
<p>USA.net http://fbl.usa.net/</p>	<p>Company Information Domain Information</p>
<p>Once the USA.net FBL request form has been submitted, USA.net will return an automated response from unblock@support.unttd.com to the confirmation email address provided. This email will contain a confirmation link that will need to be clicked in order to activate the FBL.</p>	
<p>SpamCop.net http://www.spamcop.net/anonsignup.shtml</p>	<p>Domain Information</p>
<p>SpamCop sends an authorization notice, including login information. Once logged-in, the IP range to be monitored can be inputted by going to http://www.spamcop.net/mcgi?action=reqroute.</p>	