



## REALMAGNET.COM

Visit [www.realmagnet.com](http://www.realmagnet.com) to learn more about how MagnetMail can help you create emails with both form and function.

**“REAL MAGNET’S DELIVERABILITY TESTING TOOLS ARE ESSENTIAL TO EVERY EMAIL THAT WE SEND.”**

John Garvie, Marketing Manager,  
Affinity Circles

## EMAIL DELIVERABILITY

### **Deliverability is our top priority.**

Getting your messages to the inbox is difficult. Because your email marketing success depends on the delivery of your messages, more than anything else, deliverability is Real Magnet’s top priority.

Real Magnet has a dedicated deliverability department that monitors ISP practices, new technologies and system architecture and activity. The Real Magnet team has systems in place to proactively monitor and communicate with domains (ISPs and email administrators) that exhibit deliverability issues. There is also regular correspondence between Real Magnet and both filter and blacklist administrators to identify and rectify problems. And every configuration and feature of the MagnetMail application is designed to optimize deliverability.

Among the technologies employed by MagnetMail are Sender Score Certified, Domain Keys, DomainKeys Identified Mail (DKIM), Sender ID and Sender Policy Framework (SPF).

MagnetMail also includes built-in deliverability testing so that you can identify potential deliverability problems before sending your message.

While Real Magnet devotes a lot of time and energy to deliverability, it is a joint effort that requires your participation. Learn more about our deliverability partnership with you at [www.realmagnet.com](http://www.realmagnet.com).

Request a demo to get a first-hand look at how MagnetMail can boost your email deliverability.

**MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX**