



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

“REAL MAGNET THINKS OUTSIDE THE BOX TO CREATE SOLUTIONS THAT EFFECTIVELY MEET OUR REAL NEEDS.”

Bonny Pope, Owner, Design in Tandem

EMAIL DELIVERABILITY

Get Sender Score Certified to improve your delivery rates.

As part of our commitment to provide industry-leading email delivery rates, Real Magnet is pleased to offer the Sender Score Certified email accreditation program.

Sender Score Certified is an opportunity for Real Magnet clients to increase their deliverability. Once enrolled, you may enjoy reduced filtering risk at more than 1.2 billion email inboxes, including those at thousands of organizations and major ISPs such as Yahoo!, Hotmail, Time Warner and Comcast. This accounts for more than 40% of all email inboxes, including 67% of all consumer inboxes.

The Certification Process

Sender Score Certified has authorized Real Magnet to certify and enroll qualified clients. The program is not for everyone. To gain accreditation, you must adhere to a strict set of email industry standards. By using MagnetMail, you already meet many of these standards. Others – such as list hygiene, practices for gathering email addresses, etc. – are up to you.

To start the accreditation process, you must complete the Sender Score Certified Application. Real Magnet will review the survey and your sending practices and either 1) grant accreditation; 2) ask for clarification of certain items; or 3) deny accreditation. There is a \$100 annual fee to participate in the program.

How Sender Score Certified Operates

- Trust-e, a non-profit privacy organization, has reviewed Real Magnet’s technology and practices and has certified that it complies with Trust-e’s standards for industry best practices.
- Based on this accreditation, certain MagnetMail IP addresses have been dedicated to the Sender Score Certified program and whitelisted with thousands of email servers. Program participants broadcast their messages from these dedicated IP addresses.
- Real Magnet has posted a bond guaranteeing that all senders who use the dedicated IP addresses are in compliance with the program’s email sender standards. If a complaint is lodged against a message, the bond will be debited and the penalty cost will be passed on to the client who sent the message. Participants can dispute complaints.



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



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“WE COULD NOT BE MORE PLEASED WITH THE QUALITY OF SERVICE.”

Steve Roberts, Director,
State Services Organization

EMAIL DELIVERABILITY

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Dispute Resolution

Under certain circumstances, program participants may dispute complaints that are lodged against them. Valid grounds for disputing complaints include:

- Complainant does not appear to be a subscriber to the list.
- Complaints are fraudulent.
- Complaints are against valid confirmation requests.
- Complaints are against transactional emails.
- Complaints are against customer relations notices/account notifications.

Real Magnet will work with you throughout the dispute resolution process.

We strongly encourage you to adopt the best practices associated with Sender Score Certified, even if you choose not to join the program. Considering how Spam filter technology is evolving – with an emphasis on self-authentication and reputation – employing best practices is a key to maximizing message delivery rates.

If you would like to discuss Sender Score Certified, please contact customer support. You can learn more about Sender Score Certified by visiting www.senderscorecertified.com.

Visit realmagnet.com to apply for the Sender Score Certified program.



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