Emails Delivery Optimizations

Brunchwork

Contents

Baseline

Brunchwork currently sends email via MailChimp's Core ESP platform to communicate with current and prospective members. In addition, Brunchwork has the Mandrill service enabled.

Brunchwork does not currently leverage a dedicated MailChimp IP.

Issue

Brunchwork is focused on improving email deliverability between current and prospective membership base. Brunchwork is investigating email deliverability improvements pertaining to MailChimp and overall email communications.

Findings

DMARC Records

The **Brunchwork.com** domain has a published DMARC record in **Monitoring Mode**. Receiving email systems will weigh connections from **@Brunchwork.com** email addresses as neutral due to this DMARC mode.

```
v=DMARC1; p=none; pct=100; rua=mailto:re+r1twnmaepjd@dmarc.postmarkapp.com,mailto:oag3qtye@ag.dmarcian.com; sp=none; aspf=r;
```

To increase sender and domain reputation globally across ISPs and receiving email systems, it is important to increase the aggressiveness and place the DMARC record in **Reject mode**. A DMARC policy in **Reject Mode** will raise the domain reputation and email deliverability.

Reject mode indicates to ISPs and receiving email systems that an organization (domain) has fully secured their email authentication. A secured email domain severely limits malicious senders from spoofing and sending spam from @brunchwork.com email addresses. Fully secured email authentication can lead to ISPs and receiving email systems being more willing to place emails in the primary inbox of the receiver and therefore this can improve email deliverability.

Placing DMARC in **Reject mode** should only be completed after all issues with the SPF and DKIM records are addressed. This will increase the sending source compliance and allow for DMARC to be fully implemented.

SPF Record

The sending domain, **Brunchwork.com**, currently has an SPF published. The SPF record specifies which email systems can send email on behalf of the domain.

SPF Record

```
v=spf1 a mx include:_spf.google.com include:spf.braintreegateway.com include:spf.mandrillapp.com -all
```

Currently the Brunchwork.com SPF allows the following systems to send on behalf of @brunchwork.com.

- GSuite
- BrainTree
- Mandrill

SPF Record Issues

There are two identifiable issues with the current Brunchwork.com SPF record.

The largest issue is that MailChimp servers are not identified in the SPF record. This is highlighted below and reported via DMARC reporting as **SPF Incapable**. Because the MailChimp sending source is not fully in DMARC alignment, your domain sending reputation is likely being impacted negatively by receiving ISPs and email systems.

Showing Data for: brunchwork.com

	Source	Domain count	Volume	DMARC compliance		
+	MailChimp	1	16,814	100%	SPF Incapable	DKIM 100%
+	Google, Inc.	1	1,230	99.76%	SPF 99.76%	DKIM 0%

The second issue is that there is significant traffic being sent on behalf of @brunchwork.com from a system (162.243.213.44) that is not identified in the SPF record. This appears to be the Brunchwork.com website.

	Server Name ↑↓	From: domain count	Message count ↑↓	IP count ↑↓	DMARC Compliance
−	*.brunchwork.com	1	321	1	0% (SPF: 0%, DKIM: 0%)

Column meanings   7 of 18 Columns Visible

From: Domain ↑↓	IP ↑↓	PTR ↑↓	Messages ↑↓	SPF DMARC ↑↓	SPF Domain ↑↓	Reporter	
brunchwork.com	162.243.213.44	brunchwork.com	317	fail	brunchwork.com	google.com (99.4%), Yahoo! Inc. (0.6%)	⊕
brunchwork.com	162.243.213.44	brunchwork.com	4	fail	brunchwork.com	lohika.com	⊕

DKIM Records

The DKIM process stamps outgoing email with a private key that is validated by receiving email systems using a public key published in the DNS zones of the sender. The DKIM signature secures email in transit from being manipulated.

Receiving ISPs and email systems can weigh connections without DKIM signatures as negative, and this will increase the likelihood emails are delivered to the SPAM/Junk Mail/Quarantine folders.

The sending domain **@brunchwork.com** is currently missing DKIM signatures from core email sending platforms.

DKIM Issues
Currently there is significant traffic being sent on behalf of @brunchwork.com from GSuite/Google that is not secured with valid DKIM signatures.   This is impacting your domain sending reputation is likely being weighed negatively by receiving ISPs and email systems.

Google, Inc.		3,241	99.81%	SPF 99.81%	DKIM 0%

Server Name	From: domain count	Message count	IP count	DMARC Compliance
— *.google.com	1	4,460	26	99.73% (SPF: 99.73%, DKIM: 0%)

Show 10 ▾ entries   Column meanings | 7 of 18 Columns Visible

From: Domain	IP	PTR	Country	Messages	DKIM DMARC	Reporter	
brunchwork.com	209.85.220.41	mail-sor-f41.google.com	🏳	2100	fail-unaligned	google.com	⊕
brunchwork.com	209.85.220.69	mail-sor-f69.google.com	🏳	1665	fail-unaligned	google.com	⊕
brunchwork.com	209.85.220.65	mail-sor-f65.google.com	🏳	515	fail-unaligned	google.com	⊕
brunchwork.com	209.85.220.69	mail-sor-f69.google.com	🏳	114	fail	google.com	⊕
brunchwork.com	209.85.220.73	mail-sor-f73.google.com	🏳	17	fail-unaligned	google.com	⊕
brunchwork.com	209.85.220.73	mail-sor-f73.google.com	🏳	9	fail-unaligned	google.com	⊕
brunchwork.com	209.85.220.69	mail-sor-f69.google.com	🏳	9	fail-unaligned	google.com	⊕
brunchwork.com	209.85.220.69	mail-sor-f69.google.com	🏳	3	fail-unaligned	google.com	⊕
brunchwork.com	209.85.128.72	mail-wm1-f72.google.com	🏳	2	fail-unaligned	AMAZON-SES	⊕
brunchwork.com	209.85.166.50	mail-io1-f50.google.com	🏳	2	fail-unaligned	emailsrvr.com (50%), Yahoo! Inc. (50%)	⊕

Sender Reputation

IP Reputation
The IP reputation for the Shared MailChimp IP pools associated Brunchwork.com are generally scored very high (positive) and are not a concern.

IP reputational scored from campaigns over the past weeks are listed below. The scores are exceptional.

Date	Subject	MailChimp Shared IP	IP Rep. Score
11/22/19	FinTech $aturday - Last chance!	198.2.129.145	**99**
11/21/19	Get the salary you deserve.	148.105.13.213	**98**
11/19/19	Venmo's Head of Strategic Growth — Saturday.	205.201.130.190	**98**
11/15/19	Last chance: Google & ClassPass leaders.	148.105.13.84	**98**

Domain Reputation
Unlike IP reputation, your domain reputation is portable. You can add new dedicated IPs, move ESP platform, send mail from different systems and you still have the benefits of your good reputation. But if your domain reputation is low, you're at a higher risk of having your emails classified as spam.

TALOS – Reputation
Currently Brunchwork.com has a **Neutral** web reputation status according to Talos. This indicated that Brunchwork.com is displaying neither positive nor negative behavior. This is a typical designation of most reputable senders.

OWNER DETAILS

DOMAIN   brunchwork.com

MAIL SERVERS ⑦

alt1.aspmx.l.google.com

aspmx.l.google.com

aspmx3.googlemail.com

CONTENT DETAILS

⑦ CONTENT CATEGORY   *No established content categories*

Think these category details are incorrect? Submit a dispute here.

REPUTATION DETAILS

⑦ WEB REPUTATION (New | Legacy)   ● Neutral | Neutral

	LAST DAY	LAST MONTH
⑦ EMAIL VOLUME	0.0	0.0
⑦ VOLUME CHANGE	0%	

Think these reputation details are incorrect? Submit a dispute here.

BLACKLISTS ⑦

TALOS SECURITY INTELLIGENCE BLACKLIST

BLACKLISTED   No

Google Postmaster Tools – Reputation

On October 31st Google downgraded the Brunchwork.com domain reputation from HIGH to Medium. It is critical to maintain or recapture your HIGH domain reputation with Google. A HIGH domain reputation, clean content, and mail recipient interaction are critical to successful deliverability to Gmail mailboxes.
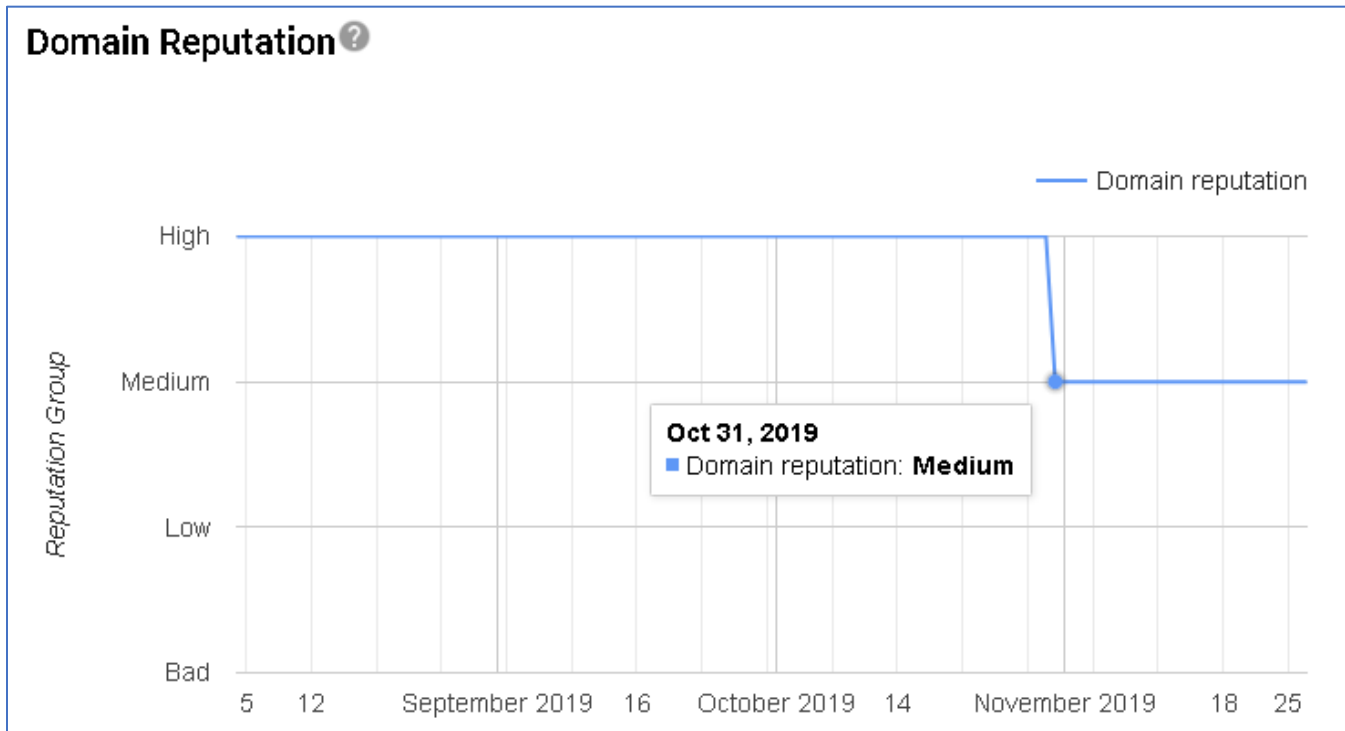
On October 30th, Google Postmaster Tools recorded a drop to 0.1% for DMARC success rate. This was most likely the cause of the drop in domain reputation at Google and is negatively impacting deliverability to Gmail mailboxes.
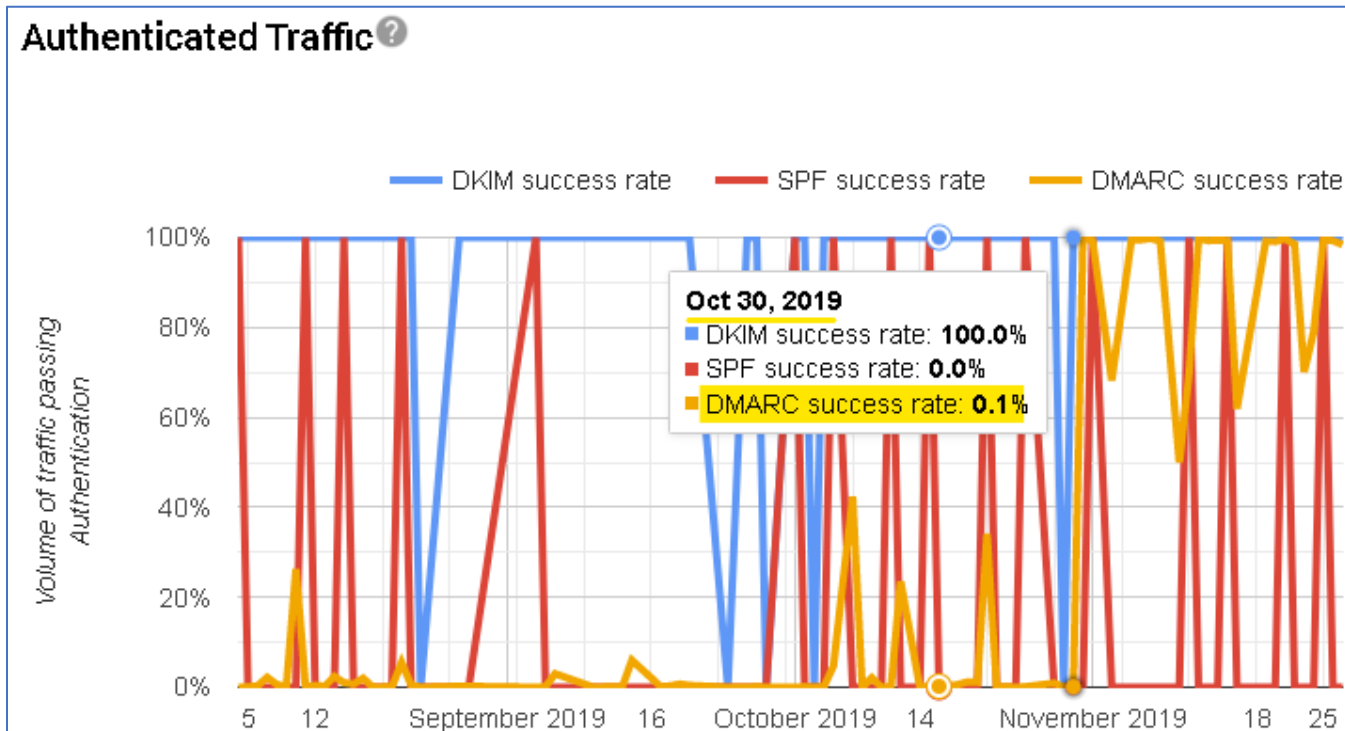
Issue 1

Area	SPF (Sender Policy Framework)
Domain	**Brunchwork.com**
Categories	Delivery, Reputation
Priority	**HIGH**
Change Risk	**LOW**

Currently the **Brunchwork.com** DNS is hosted in GoDaddy. We will add the missing Brunchwork.com dedicated IP address to the SPF record; stating that the website and webservices can send email on behalf of **@Brunchwork.com.**

Remediation:
- Log into GoDaddy
- Go to DNS management for **Brunchwork.com**
- Update SPF TXT record to include MailChimp IP ranges

Issue 2

Area	SPF (Sender Policy Framework)
Domain	**Brunchwork.com**
Categories	Delivery, Reputation
Priority	**HIGH**
Change Risk	**LOW**

Currently the **Brunchwork.com** DNS is hosted in GoDaddy. We will add the missing Brunchwork.com dedicated IP address to the SPF record; stating that the website and webservices can send email on behalf of **@Brunchwork.com.**

Remediation:
- Log into GoDaddy
- Go to DNS management for **Brunchwork.com**
- Update SPF TXT record to include the Brunchwork.com website IP address - **162.243.213.44**

Issue 3

Area	DKIM (Domain Keys Identified Mail)
Domain	**Brunchwork.com / GSuite**
Categories	Security, Delivery, Reputation
Priority	**HIGH**
Change Risk	**LOW**

Remediation:

- Add TXT record for GSuite DKIM public key in **Brunchwork.com** external DNS
  - o DNS Zone:
  - o Record Type: **TXT**
  - o Name: **gmail._domainkey**
  - o Points To: **unknown** (*need to log into GSuite to get key*).

Issue 4

Area	DMARC (Domain-based Message Authentication, Reporting & Conformance)
Domain	**Brunchwork.com**
Categories	Security, Delivery, Reputation
Priority	**HIGH**
Change Risk	**LOW**

The current DMARC policy for **Brunchwork.com** is set to **Monitoring Mode**. To increase sender reputation, it is important to place the DMARC record in **Reject mode**. DMARC policy in **Reject Mode** will raise the domain reputation and email deliverability.

Remediation – Step 1:

- Log into GoDaddy
- Go to DNS management for **Brunchwork.com**
- Modify the following TXT record
  - o Name: **_Dmarc**
  - o Data:

v=DMARC1; p=quarantine; rua=mailto:oag3qtye@ag.dmarcian.com; ruf=mailto:oag3qtye@fr.dmarcian.com; pct=100;

Remediation – Step 2:

- Log into GoDaddy
- Go to DNS management for **Brunchwork.com**
- Modify the following TXT record
  - o Name: **_Dmarc**
  - o Data:

v=DMARC1; p=reject; rua=mailto:oag3qtye@ag.dmarcian.com; ruf=mailto:oag3qtye@fr.dmarcian.com; pct=100;

Finding 1

Area	Content
Domain	**Brunchwork.com / Google ISP**
Categories	Delivery, Reputation
Priority	**Medium**
Change Risk	**LOW**

Running deliverability tests indicates Gmail filtered your email to the Promotions folder on a regular basis. As Gmail relies heavily on user feedback, segment your Gmail mailboxes in a separate list / audience. Ask your Gmail subscribers to drag your email from the Promotions to the Primary tab in their Inbox. If they, do it consistently, Gmail will learn from their actions and start delivering your emails to the Primary tab.

To get to the Gmail's Inbox, make sure that your email does not look like a promotion:

- Remove images, one (1) should be the maximum image count.
- Reduce the number of web links to 3 or less.
- Change the standard footer added to the email by your ESP. Mailbox providers like GMAIL use your unsubscribe footer message to detect if you are a promotional email. For example, change the "Unsubscribe from this mailing list" text to "Unsubscribe" and remove the "View in Browser" link if present.
- Test the email after each change to see if there is an improvement.
- Encourage a direct reply to your email as this is one of the metrics Gmail looks at when deciding where to place your message.

Gmail (interactive)   Tabs: 100.00%

Email	Delivered to	Sender IP	SPF	Sender Score	Black Lists	Delivered in
llionelcohenbr@gmail.com	Promotions	205.201.130.190	Pass	97	2	< 1 sec
bbarretthenryhe@gmail.com	Promotions	205.201.130.190	Pass	97	2	1 sec
lawrenceleddylr@gmail.com	Promotions	205.201.130.190	Pass	97	2	1 sec
tinamallahancr@gmail.com	Promotions	205.201.130.190	Pass	97	2	1 sec
lenorebayerd@gmail.com	Promotions	205.201.130.190	Pass	97	2	< 1 sec
cierawilliamsonwq@gmail.com	Promotions	205.201.130.190	Pass	97	2	< 1 sec
silviacopelandqy@gmail.com	Promotions	205.201.130.190	Pass	97	2	< 1 sec
daishacorwingx@gmail.com	Promotions	205.201.130.190	Pass	97	2	1 sec

Finding 2

Area	Content
Domain	**Brunchwork.com / Microsoft ISP**
Categories	Delivery, Reputation
Priority	**Medium**
Change Risk	**LOW**

Running deliverability tests indicates Microsoft (Outlook.com) filtered your email to the SPAM folder on a regular basis. As Microsoft relies on user feedback and Sender Score, segment your list, and ask your Outlook.com subscribers to add your email to their trusted sender list or to mark it as "not junk" from within their mailbox. if they, do it consistently, Outlook.com will learn from their actions and start delivering your emails to the Inbox.

Outlook Spam: 100.00%						
Email	Delivered to	Sender IP	SPF	Sender Score	Black Lists	Delivered in
brendonosbornx@outlook.com	Spam	205.201.130.190	Pass	97	2	5 sec
tristonreevestge@outlook.com.br	Spam	205.201.130.190	Pass	97	2	1 sec
brittanyrocha@outlook.de	Spam	205.201.130.190	Pass	97	2	4 sec
glencabrera@outlook.fr	Spam	205.201.130.190	Pass	97	2	3 sec
christopherfranklinhk@outlook.com	Spam	205.201.130.190	Pass	97	2	6 sec
kaceybentleyerp@outlook.com	Spam	205.201.130.190	Pass	97	2	7 sec
meaghanwittevx@outlook.com	Spam	205.201.130.190	Pass	97	2	5 sec
aileenjamesua@outlook.com	Spam	205.201.130.190	Pass	97	2	9 sec
shannongreerf@outlook.com	Spam	205.201.130.190	Pass	97	2	8 sec
gabrielharberh@outlook.com	Spam	205.201.130.190	Pass	97	2	5 sec
candidobashirian@outlook.com	Spam	205.201.130.190	Pass	97	2	8 sec
vincenzaeffertz@outlook.com	Spam	205.201.130.190	Pass	97	2	7 sec

Additionally, you should sign up for Microsoft new Business Profile which in time will verify your business, allow for improved Inbox placement across Microsoft email platforms (Outlook.com / Office 365). This program is in BETA now, but it is encouraged to start the process now.

https://business.microsoft.com/

Finding 3

Area	Content
Domain	**Brunchwork.com / General**
Categories	Delivery, Reputation
Priority	**LOW**
Change Risk	**LOW**

Try to avoid using non-standard characters and icons in your subject lines if possible. These have not been known to increase clicks, but have been known to occasionally <u>trigger SPAM filters</u>. We don't suspect Google or Microsoft weighs these as negative, but small ISPs like Yahoo, AOL, and Mimecast do.

Finding 4

Area	Content
Domain	**Brunchwork.com / List Hygiene**
Categories	Delivery, Reputation
Priority	**LOW**
Change Risk	**LOW**

Routinely you should be sanitizing your mail lists / audiences to remove unwanted emails. Sending bounced emails or emails to known spam traps will impact your sender reputation. I recommend BounceLess as services that has a great production reputation and streamlined integration with MailChimp.

https://www.bounceless.io/