

Added value

CSA Certification



Reach your customers with improved deliverability of your commercial emails and identify issues with data from the CSA

HOW YOU CAN BENEFIT FROM CSA CERTIFICATION

By complying with legal and technical standards that reflect market requirements, CSA senders benefit in a number of ways. In addition to improving the deliverability of commercial emails, the CSA provides tools to protect your reputation. For example, permanently retrievable data helps to identify potential issues that could damage the sender's reputation. Certified senders also receive valuable feedback via dedicated alerts from CSA experts when non-compliant mailings are sent.

HOW DOES THE CERTIFIED IP LIST WORK?

Mailbox providers want to achieve the highest level of user satisfaction but are faced with a challenge: They need to protect their users from unwanted emails, and at the same time guarantee that wanted emails arrive in the inbox.

To protect their users from spam, mailbox providers set their filters to a high level. However, this can also lead to wanted messages not passing through this filter but being falsely tagged as spam and thus not reaching the recipient.

Given that the IP addresses of CSA certified senders are on the CSA Certified IP list and (participating) mailbox providers access this list, these addresses are recognised as being trustworthy/serious. As a result of this and of compliance with the CSA criteria, they are evaluated better by the mailbox providers and spam filter providers, which significantly increases the inbox placement rate.

The CSA allows an unlimited number of IP addresses to be listed on the CSA Certified IP list.

EXAMPLES OF DELIVERABILITY BENEFITS AT SEVERAL MAILBOX PROVIDERS AND SPAM FILTER PROVIDERS:

Talos/ Cisco

With our partner Talos/Cisco, the following benefits are achieved for certified senders, compared to non-certified senders¹ :

- 62.0% - move from "throttling" to "non-throttling" (also corresponds to moving from a "Neutral" to a "Good" reputation score, as displayed on talosintelligence.com)
- 84.9% - move to allowlist (no content scanning)

RelAix Networks GmbH

At the mailbox provider RelAix Networks GmbH, negative lists are ignored and are overwritten by the CSA-certified IPs. The emails are given preferential treatment, and on no account will they be further tagged as spam, because the CSA IPs generate a negative spam value. Emails also arrive more quickly because greylisting is bypassed. RelAix Networks GmbH took the decision to participate in the CSA because they regularly optimise their mail servers to achieve the best email experience for their customers.

Hornet Security GmbH

At Hornet Security GmbH, the deliverability benefit consists of the exclusion of spam filters if the sender-IP is on the CSA Certified IP list. The second level of spam filters (after receiving the email) are no longer applied. Hornet Security joined the CSA in order to achieve a further improvement in spam-filter quality and increase the internal filter speed for bulk mailing.

GMX, WEB.DE & MAIL.COM

GMX, WEB.DE and mail.com adhere to the highest standards when it comes to protecting customers from unwanted emails. One of several very effective tools to reduce unwanted emails is the "unsubscribe newsletter" function for certified senders.

This easy-to-use tool provides recipients with a highly visible button to unsubscribe from unwanted newsletters instead of marking them as spam. In recent years, this has helped to reduce the number of newsletters marked as spam by 50 per cent while maintaining the

¹ Percentages are based on the number of certified IP addresses and their reputation scores, not the total volume of these IP addresses. The ranks overlap, so they do not add up to 100%.

good reputation of certified senders. In addition, CSA-certified senders benefit from a higher IP reputation; no additional IP warming is necessary. In addition, CSA-certified senders can easily sign up for so-called "complaint feedback loops" to monitor even the smallest signs of a threat to IP reputation.

Yahoo Inc.

"I recommend that email service providers get themselves certified by the CSA. Through the certification and the associated quality control, they can improve the relevance and quality of their commercial emails. For us, the CSA Certified IP list means that we can trust the senders and offer our users a better experience."

- Marcel Becker, Yahoo Inc.

Protect yourself against legal and financial risks through complete compliance with legal standards

The CSA criteria are based on the strict European stipulations and basically cover prevailing law in email marketing internationally. Compliance with the CSA legal criteria protects senders against legal consequences resulting from unlawful sending practices. CSA experts inform certified senders about legal changes and ground-breaking verdicts in email marketing.

Exclusive data and early warnings to protect your reputation

The CSA supports certified senders in protecting their (IP) reputation and developing trust. We have developed the Certification Monitor for the analysis of data from a range of international sources, a tool that is available to certified senders. The web-based tool provides CSA senders with exclusive information on Spam Trap Hits, DKIM Errors and the Spam Complaint Rate. Senders also receive a daily email with their Spam Trap Report.

The CSA gives senders easy access to 1&1's feedback loop: If a recipient has moved a commercial email to spam, the sender can immediately remove it from the distribution list.

The eco Complaints Office deals with complaints management for the CSA and offers, as an authoritative source, comprehensive support in compliance with the CSA Rules of Procedure.

Individual spam complaints from end-users are legally assessed, and recommendations for action for non-compliant emails are provided on the basis of the CSA Rules of Procedure. This offers certified senders the chance to recognise specific challenges and take action based on advice in order to avoid complaints in the future and any damage to their reputation.

Nationally and internationally interconnected: Together for a clean Internet

On a national level, the eco Complaints Office is a partner of the German Safer Internet Centre. It is also a (founding) member of the international hotline network INHOPE. More than 50 complaints offices from over 46 countries belong to the network. To assess technical breaches of the CSA Rules of Procedure, and thus also of established best practices, the CSA also evaluates newsletters and performance data from the certified senders.

What certified senders say:

"With the help of the daily spam trap reports from the CSA, we were able to convince one of our customers to deactivate one of their data sources. As a result, the customer was able to significantly improve its mailings and doesn't experience any spam trap hits anymore."

Florian Vierke, Mapp Digital Germany GmbH

Strengthen your trustworthiness with the CSA seal of quality

The CSA stands for the highest standards of quality in email marketing. Certified senders subject themselves voluntarily to the strict legal and technical quality standards and monitoring by the CSA. Certified senders can use the CSA seal of quality and the accompanying certificate effectively for their external communication.

„For me, the CSA certification is the most important quality distinction of a serious sender in email marketing. This is the only way to make a higher deliverability rate feasible. For me, providers without this certification just do not come into question as service providers, and I advise my customers in the strongest terms against using them.“ n ab.“

Catharina von Hobe, CvH Design GmbH & Co. KG

Increase awareness of your service with a CSA seal of quality on emailvorselection.com

CSA certified senders have the possibility to differentiate themselves from other senders with the individual CSA certificate. The CSA also supports the business development of certified email service providers, in that certified companies are listed on emailvorselection.com with the CSA logo.

Companies that engage in marketing can find all the information and quality characteristics they need at a glance to choose their email service provider on the independent platform.

Expand your network as part of a lively community of email experts

The CSA offers a space in which marketers, email service providers, producers of spam filters

and security software, and mailbox providers can meet on an equal footing. In a trusting atmosphere, current challenges and future topics are discussed and shaped.

This community engages in lively exchanges and debates through mailing lists; a strong community that can strongly influence the email marketing of the future.

ABOUT THE CERTIFIED SENDERS ALLIANCE

The [Certified Senders Alliance \(CSA\)](https://www.certified-senders.org) is a service from eco - Association of the Internet Industry in cooperation with the German Dialogmarketing Association (Deutscher Dialogmarketing Verband - DDV) and was created in 2004. The CSA acts as a neutral interface between mailbox providers and senders of commercial emails. The goal of the CSA is to increase the quality of commercial emails. To achieve this goal, it establishes legal, technical and reputational criteria according to the requirements of the market.