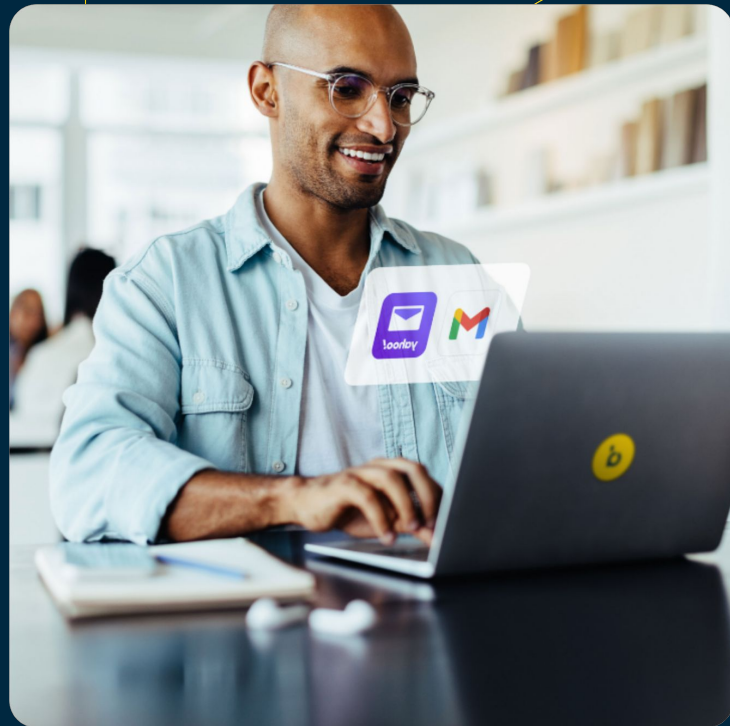




Gmail & Yahoo's New Email Sender Requirements

Starting February 2024



Deliverability Team, Bloomreach

Jan 22, 2024

Meet The Hosts



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Meet The Speakers



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Agenda:

1. Unveiling the New Requirements
2. Timeline
3. Authentication records, including DMARC
4. One-click unsubscribe (RFC 8058)
5. PTR records
6. Spam complaint thresholds
7. Google Postmaster Reporting
8. Other best practices for good deliverability
9. Resources
10. Q&As



Unveiling the New Requirements

For Whom?

- The updated guidelines impact “all senders”.
- However, for **bulk senders** (those who **send over 5,000 emails per day** to Gmail or Yahoo addresses, including transactional emails) there are additional requirements to take note of.

Why?

- Combat spam and phishing
- Protect users and preventing spoofing.
- Enhance user experience
- Promote ethical email practices





Timeline Update:

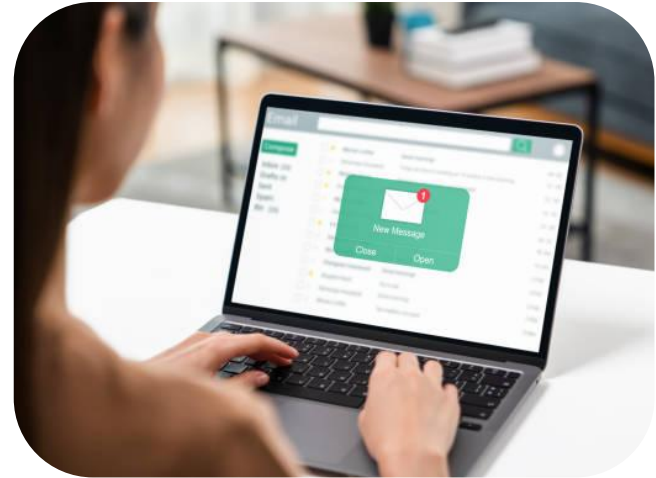
- **February 1st, 2024** - All DNS related and audience health related changes are in place on Yahoo. Gmail will do a soft-launch and non-compliance will lead to temporarily delays only.
- **April 1st, 2024** - Gmail will start imposing hard limits, bouncing the emails instead of delaying, with gradual increases.
- **June 1st, 2024** - Yahoo and Google will require the new one-click-unsubscribe method.

Source: [SpamResource](#)



Consequences When Failing to Comply

- Reduced Inbox Placement
- Bounces & Non-Delivery
- Tarnished Reputation
- Reduced ROI
- Brand Misconceptions
- Legal Risk





Unveiling the New Requirements

Authentication

- **Authentication protocols** (including DMARC)
- **Domain alignment** in your **"From:" addresses**
- **Dedicated IP addresses**

Compliance & Engagement

- **Consent & clear opt-in and opt-out**
- Create **relevant, engaging content**
- **Clean your email list**
- **Unsubscribe links** (both **mailto: (RFC 2369)** & **GET/POST (RFC 8058)**)

Monitoring & Optimization

- **Spam complaint rate** of **<0.1%**
- Monitor **sender reputation**
- Comply with **anti-spam laws**
- **Feedback loops** provided by ISPs

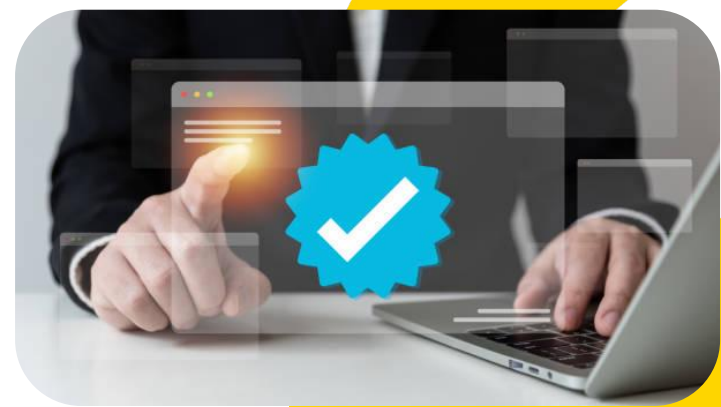
Authentication Records (including DMARC)



Authentication Records

What are authentication records?

- They are protocols which **confirm you as the legitimate sender from a certain domain.**
- Sending domains that are missing these records will be considered as **very high potential spamming domains.**
- These have been an industry standard for many years and include SPF and DKIM values.
- **ALL** Bloomreach clients already have SPF and DKIM values.





Authentication Records: DMARC

What about DMARC?

- DMARC (Domain-based Message Authentication, Reporting, and Conformance) is a **further protocol** which confirms you as the legitimate sender from your domain.
- It **offers significant protection from spamming, fraud or phishing attempts**. The mailbox providers, Gmail and Yahoo, really endorse it and they expect it to be in place for all senders (as early as 01 Feb 2024).
- What's unique about DMARC is that it has policy settings and these are at your disposal to **manage any activity coming from a source that is mimicking your domain name**.

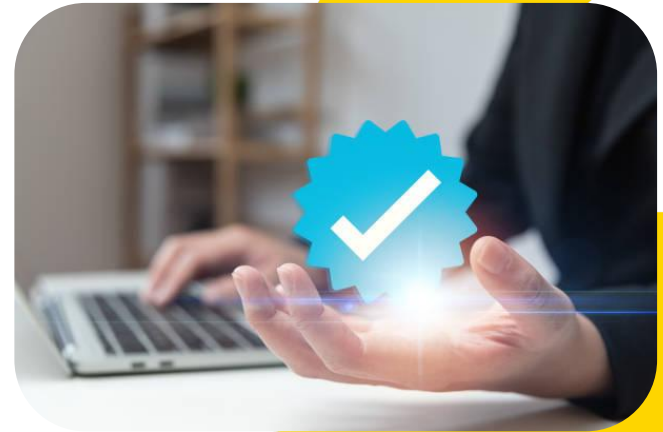




Authentication Records: DMARC

What do the DMARC policy settings do?

- They inform Gmail and Yahoo **what actions you (the legitimate email sender from this domain) want them to take** when an email is received from your domain name BUT it does not pass the DMARC checks.
- The policy settings are as follows:
 - p = none
 - p = quarantine
 - p = reject

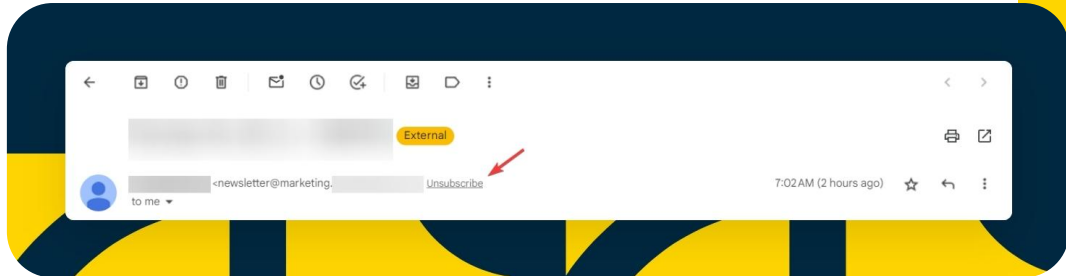


One-Click Unsubscribe (RFC 8058)



One-Click Unsubscribe

- Yahoo and Gmail will both now require senders to provide a **one-click unsubscribe process for all recipients.**
- Every email you send must include a clearly visible and easily accessible unsubscribe option to **both** the body of the email and its header
 - **Note: Opting out via consent pages or preference centers does not fulfill this requirement.**
- It's good for you to make it easy for users to unsubscribe. It will lead to a more engaged subscriber list and less spam complaints!



One-Click Unsubscribe

- Bloomreach customers already had the “**mailto:**” protocol, which some experts know as **RFC 2369** (the most adopted).
- To fulfill this new Google & Yahoo’s requirement, Bloomreach is introducing the new **“One-Click Unsubscribe” header** functionality, which some experts know as **GET/POST** or **RFC 8058**.
- The **mailto: (RFC 2369)** protocol works by sending an email with an opt-out request to the ESP’s dedicated inbox, which is then processed by the ESP.
- Instead, the new **GET/POST (RFC 8058)** protocol calls a URL on the ESPs end, passing along the unsubscribe request.





One-Click Unsubscribe

ALL Bloomreach customers with "List unsubscribe" enabled, will be automatically migrated to BOTH (recommended) option, which includes *mailto: + GET/POST*

Old

demoapp.bloomreach.com

Partner Sandboxes Test 3

Save changes

Integration not set

Email suppression lists

Sending emails will be suppressed for email addresses and domains in suppression lists. Custom suppression list will suppress sending emails except general consent and transactional API. Global suppression list will suppress sending emails without exceptions. [Read more](#)

Global suppression list 0 mails, 491 domains [Show list](#)

Custom suppression list No emails or domains [Edit list](#)

Email list hygiene filter Disabled

Transfer identity to URL links

Bloomreach can add email recipient identity to every link in an email. We use this identity track into single customer profile and to personalize content without the need for customer to log in.

disabled
 enabled - only first click
 enabled - all clicks
 [Security notice](#)

List unsubscribe

When enabled Bloomreach automatically adds the list-unsubscribe header to all emails. This header ensures that the unsubscribe button is available right next to the name of the sender. [Read more](#)

Enable list unsubscribe links

Automatic bot detection

If this option is enabled, Bloomreach will automatically add an invisible link to the body of the email to identify clicks made by automated bots. It can be used to remove erroneous data from campaign analytics or targeting. [Read more](#)

Enable automatic bot detection

Universal links BETA

+ Add universal link

New

pph.app.exponea.dev

List Unsubscribe Headers

Save changes

Integration not set

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List unsubscribe

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Mailto protocol
 GET/POST ("One-click")
 Both (recommended)

Automatic bot detection

If this option is enabled, Bloomreach will automatically add an invisible link to the body of the email to identify clicks made by automated bots. It can be used to remove erroneous data from campaign analytics or targeting. [Read more](#)

Enable automatic bot detection

Universal links BETA

+ Add universal link

PTR Records



PTR Records

What are PTR records?

- PTR is short for a DNS “Pointer Record” and **provides the domain name associated with a IP address.**
- Gmail and Yahoo will require that **all IPs have PTR records.**
- PTR records are in place for ALL Bloomreach clients. There is no action needed for you here.





Spam Complaint Rates & Google Postmaster Reporting



Spam Complaint Rates

- Both Gmail and Yahoo have announced that they will be enforcing a **spam complaint threshold of 0.3%**
- At Bloomreach, we have a much lower threshold and **recommend staying under 0.1%**
- The only place you will be able to monitor spam complaint rates for Gmail is via **Google Postmaster reporting**
- If you haven't already done so, you will need to set-up Google Postmaster reporting





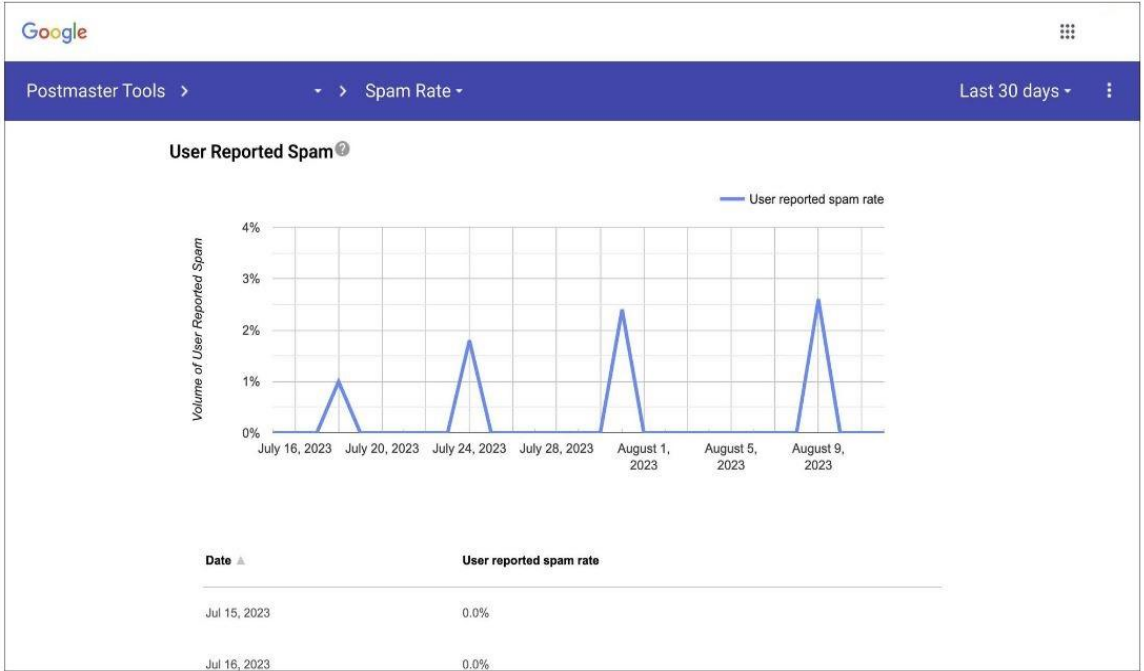
What Hitting that Threshold Looks Like

Email Campaign	List size	Delivered rate: 99%	Spam complaint rate: .1%	Spam complaint rate: .3%
A	150,000	148,500	149	446
B	500,000	495,000	495	1,485
C	1,000,000	990,000	990	2,970

* Spam Complaints = (Spam Complaint Rate * Total Delivered Emails / 100)

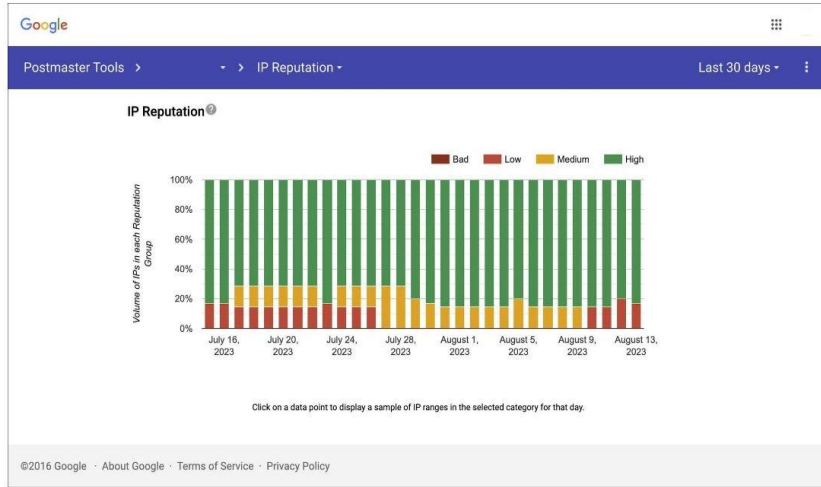


Google Postmaster Reports





Google Postmaster Reports



Google Postmaster Reporting

1. You will need the existing Google App or @gmail.com email. **We recommend using an account that you can share with others on your team.**
2. Log into your account and go to postmaster.google.com.
3. Click on “+” icon to add your domain.
4. You will be required to verify the ownership of your domain in one of two ways.
 - a. A - Adding TXT records in your domain DNS settings
 - b. B - Adding CNAME in your domain DNS settings
5. When the txt record provided has been added in your DNS, click on verify.
6. Finally click on your verified domain to see the results.



Other Best Practices



Other Best Practices

- Gmail's action to **delete email accounts that have been inactive for the last 2 years** is significant. This should serve as a reminder that for Gmail **“Inbox over quota”** needs to become a non targetable email address.
- Please ensure that you are **suppressing such email addresses based on this bounce message.**
- Continue to **map your email frequency to the Health of your List email segments.** This is a proven sending policy which **helps control spam complaint rates**, spam trap hits and boosts your sender reputation based on maintaining a balance between targeting a core (ACTIVE) audience as well as sending to a wider audience (in a safe manner).





Segments mapped to frequency – High Frequency

Segment	Frequency
NEW	4+ emails per week
PASSIVE	1 - 2 emails per week
ACTIVE	4+ emails per week
LAPSING	1 - 2 email per week
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVE	DO NOT TARGET

Model for high frequency senders.

**What is high frequency?
4 or more emails per week**



Segments mapped to frequency – Medium Frequency

Segment	Frequency
NEW	2+ emails per week
PASSIVE	1 emails per week
ACTIVE	2+ emails per week
LAPSING	1 email per week
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVE	DO NOT TARGET

Model for medium frequency senders.

What is medium frequency?
2 or 3 emails per week



Segments mapped to frequency – Low Frequency

Segment	Frequency
NEW	1+ emails per week
PASSIVE	1 email every 2 week
ACTIVE	1+ emails per week
LAPSING	1 email every 2 week
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVE	DO NOT TARGET

Model for low frequency senders.

**What is low frequency?
1 to 2 emails per week**



To Recap ...

Do's

- Authenticate your emails
- Use dedicated IP addresses while ensuring domain alignment
- Keep spam rates low (aim for below 0.1%)
- Make unsubscription a breeze with one-click unsubscribe
- Set up Google Postmaster Tools
- Manage email frequency according to how engaged the recipient is
- Send consent-based and relevant emails
- Regularly clean your email list

Don'ts

- Don't send unauthenticated emails
- Don't rely on opt-outs via preference center only
- Don't buy email lists or tools that extract email addresses
- Don't send to bounced/inactive addresses

Remember:

Ignoring these rules isn't just annoying for recipients, it can land your emails in spam folders or worse, get you blocked entirely.

Play it safe, comply early, and **keep your emails where they belong – in recipient inboxes, not spam folders!**



Resources



Resources

- [Gmail and Yahoo's New Email Sender Requirements: How Bloomreach Customers Can Stay Prepared](#)
- [Navigating Gmail and Yahoo's Deliverability Changes: What You Need To Know](#)
- [Email Deliverability Tips](#)
- [The Ultimate Guide to Mastering Email Deliverability](#)
- [The 99% Inbox Placement Club](#)
- [One-Click Unsubscribe Feature](#)





Thank you!