

# Arial Software Technical Tips

## Email Marketing Means **Knowing Your ISP**

When it comes to using an installed email marketing software solution, your best delivery option is through an SMTP mail server. Typically, when you sign up with an Internet Service Provider (ISP), they provide a number of email addresses you can use plus use of their outgoing (SMTP) mail server.

There are thousands of ISPs across the nation and worldwide, however, and it is almost impossible to know how each of them behaves toward bulk delivery of email.

It is therefore incumbent on you, the ISP customer, to know the rules and regulations of your ISP with whom you contract.

Some ISPs may block access to all other outgoing mail servers using the standard SMTP port 25. Sometimes they limit outgoing bandwidth, because spikes in bandwidth usually indicate high volume mail traffic.

Many ISPs spell out their email restrictions on their website, typically as part of their user licensing agreement. If the restrictions placed on emailing by your ISP are unsatisfactory, you should change ISPs; after all, they are competing for your business.

Pressure them to provide the services you need to run your business more effectively.

### General rules about ISPs

As a general observation, the larger the ISP, the more restrictive they are towards emailing. Large ISPs typically lack the flexibility to accommodate everyone adequately, so they basically provide a broad range of services geared toward the general masses, not your small business. A bulk email marketer is not part of the general mass of Internet users, however, and requires special consideration.

We at Arial Software are constantly asked which ISPs we recommend; unfortunately, it is impossible to recommend any company because many ISPs are typically serving local or statewide markets. National ISPs include large companies like Cox Communications, BellSouth, and Verizon Online. As mentioned, these ISP “big boys” typically have many limits on sending emails because of their huge volume of customers and their catering to this segment. Smaller ISP companies, with more control over individual configuration, may be more willing and able to accommodate your email needs.



## Samples of ISP rules

Here are some examples of email requirements from a few larger ISPs.

### Cox Communications

Cox Communications allows bulk email marketing, but you need to follow their rules. These include using valid From, Reply to and Return Path addresses within email messages. For lists over 1,000 emails, you must send them during low traffic times, usually between the hours of 11 p.m. and 4 a.m. Central time.

You'll also need to get written permission from Cox to engage in bulk emailing through their servers. Cox Communications has several regional offices and locations so you'll want to contact the one providing service in your area for specific questions.

For more information visit the Cox Communications email policy links below.

#### Cox Communication Email Policy Links

- Mass Email/Bulk Email  
<http://support.coxbusiness.com/sdcxuser/cbs/default.asp?theArticleView=9ec915aa-fc2c-409a-9beeb-2ffd884a457e>
- Email Relay  
<http://support.coxbusiness.com/sdcxuser/cbs/default.asp?theArticleView=bd5d144c-d57c-47b4-9f2e-13fe493a7b52>
- POP/SMTP Settings  
<http://support.coxbusiness.com/sdcxuser/cbs/default.asp?theArticleView=6c69c244-f64b-458c-bdff-d97837458d97>
- Mass Mailing Request Form  
<http://massmailing.coxmail.com>

### BellSouth

BellSouth doesn't post their bulk email information online, so you will most likely need to call your nearest BellSouth representative and ask them specifically what their email marketing policies are. Building an ISP relationship with BellSouth would be well worth your while, because if you are determined to be a spammer it could cost you up to \$5.00 per email, according to BellSouth's Acceptable Use Policy.

#### BellSouth Policy Links

- Outbound Mail Server List  
[http://help.bellsouth.net/bellsouth/asp/contentview.asp?sprt\\_cid=94e61cd2%2Dc1a9%2D44fa%2D84b0%2Db36c5d7a9bc5](http://help.bellsouth.net/bellsouth/asp/contentview.asp?sprt_cid=94e61cd2%2Dc1a9%2D44fa%2D84b0%2Db36c5d7a9bc5)
- Acceptable Use Policies  
[http://home.bellsouth.net/csbellsouth/s/editorial.dll?fromspage=cg/legal/legal\\_homepage.htm&categoryid=&only=y&bfromind=354&eeid=3761384&\\_sitecat=348&dcatid=0&eetype=article&render=y&ck](http://home.bellsouth.net/csbellsouth/s/editorial.dll?fromspage=cg/legal/legal_homepage.htm&categoryid=&only=y&bfromind=354&eeid=3761384&_sitecat=348&dcatid=0&eetype=article&render=y&ck)



## Verizon Online

Verizon Online explicitly states that they do not support sending to email distribution lists, which sounds like they do not allow bulk email through their servers.

### Verizon Online Links

- To find Verizon information and support, go to <http://business.verizon.net/help> and enter your state. To find the name of the mail servers click on the “E-mail” link on the right, and click “E-mail settings and server names” under the business column.

## GoDaddy.com

GoDaddy, a popular web domain name reseller, is also a web host that provides full services for managing your company domain, including email services. GoDaddy limits email marketers to sending 250 emails per day, per email account. Additional sending packs for larger lists can be purchased from GoDaddy in increments of 50 emails.

### GoDaddy Links

- Email FAQ page  
[http://help.godaddy.com/article\\_list.php?topic\\_id=168](http://help.godaddy.com/article_list.php?topic_id=168)

## Earthlink

Earthlink’s bulk email policies are a little vague. Their website does not provide a number on what the email limit is. Their limits change daily, based on the amount of traffic through the mail server. If you get the following message “error 554: www.earthlink.net/go/bulk - Outbound message limit exceeded,” then you know that you’ve exceeded the limit for the day, and you’ll need to follow the link and provide additional information.

### Earthlink Links

- Acceptable Use Policy (AUP)  
<http://kb.earthlink.net/case.asp?article=10959>
- Commercial Email Policy  
<http://www.earthlink.net/about/policies/commercial>
- SMTP Rate limiting information  
<http://kb.earthlink.net/case.asp?article=85283>
- High Usage Email Alert form  
[www.earthlink.net/go/bulk](http://www.earthlink.net/go/bulk)



## **AT&T Yahoo! (sbcglobal.net)**

AT&T Yahoo! business packages have effective outbound email packages when using an installed email marketing software product. You must ensure that you have the right business account package. If you try to send commercial bulk emails using a residential email account, you will likely run into a few roadblocks along the way.

### **AT&T Yahoo! links**

- Bulk Email practices  
<http://support.sbcglobal.net/article.php?item=6291>
- POP and SMTP mail server settings  
<http://support.sbcglobal.net/article.php?item=287>

## **AOL**

Even though AOL has the most stringent of bulk mail rules, they are posted online and cover basically the same technical requirements of all ISPs combined: email behavior is evaluated by individual IP address and not domain; mail servers must have valid reverse DNS records; organizations must send a minimum of 100 emails a month to remain on the AOL active whitelist. AOL also offers commercial bulk emailers an enhanced whitelist through a service called CertifiedEmail. This service, however, comes with a nominal charge.

### **AOL links**

- AOL whitelist guidelines and request form  
[http://postmaster.aol.com/whitelist/whitelist\\_guides.html](http://postmaster.aol.com/whitelist/whitelist_guides.html)
- Optional enhanced AOL email whitelist called CertifiedEmail  
<http://postmaster.aol.com/whitelist/certifiedemail.html>

## **Comcast**

Comcast mail servers are restricted for residential/non-commercial use only. If you are sending legitimate email using your own SMTP server through this ISP you will need to contact them directly.

### **Comcast links**

- Recommended daily volume and where to apply for business-class email sending  
<http://www.comcast.net/help/faq/index.jsp?faq=Email117867>
- How to contact Comcast to run your own mail server  
[http://www.comcast.net/help/faq/index.jsp?faq=SecurityMail\\_Policy18625](http://www.comcast.net/help/faq/index.jsp?faq=SecurityMail_Policy18625)

