

MAILMIKE.NET

Your Personal Deliverability  
Manager



# MAILMIKE

Inbox Placement Made Easy

# ABOUT MAILMIKE

MailMike is a service developed with years of industry expertise to meet the constantly evolving methods and criteria applied by ISPs (Internet Service Providers) to prevent spam from reaching their users. As spam prevention methods are becoming more sophisticated, the risk of your content being flagged is increased and this can quickly escalate into large scale issues such as black listings and negative categorization. MailMike's system allows senders to quickly identify and address deliverability issues to bring them under control.

## Deliverability Basics

Deliverability is the foundation of email engagement, and it is comprised of a series of technologies and requirements that allow ISPs to differentiate between legitimate mail and spam. With so many filters used by ISPs, from infrastructure mechanisms to content level checks, even general sendings can become a real risk to your ability to efficiently communicate with your clients and partners.







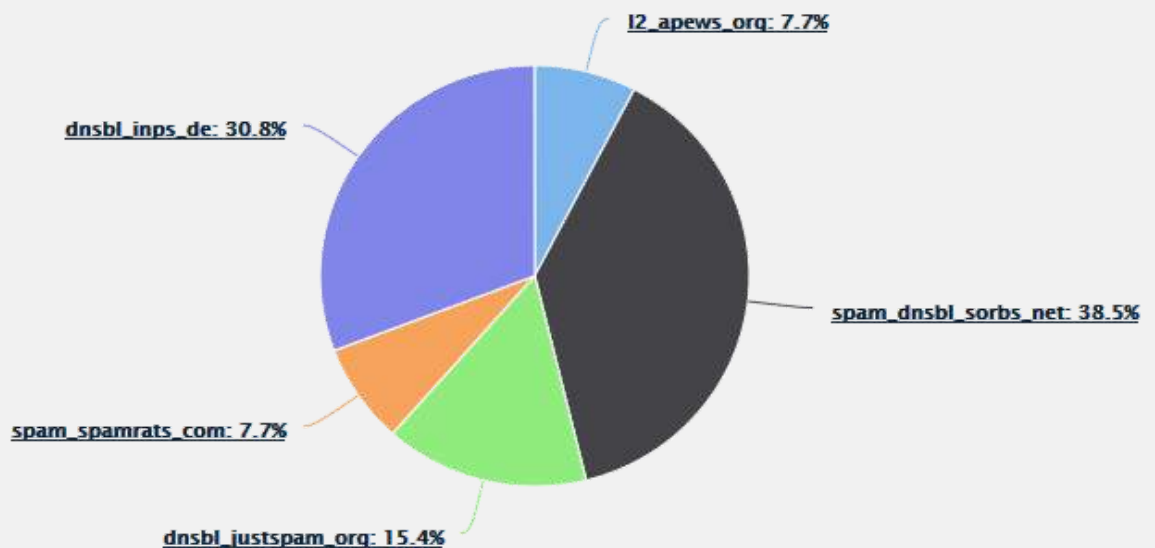
## OUR SOLUTION

Achieve maximum inbox placement by using MailMike's sophisticated blend of technologies, supported by an additional service layer that helps large volume senders overcome day-to-day challenges. MailMike meets the needs of the fast-growing and rapidly changing email marketing industry, by using a simple three phase approach:

- **Detect** problems early
- **Prevent** them from escalating
- **Support** to manage sender reputation

Build a better sender reputation, improve your categorization and make sure that subscribers will receive your emails - every time, if you send content consistently analyzed by MailMike.

For an already damaged sender reputation we offer personalized consultancy services with our industry experts to help your emails get back to the targeted inboxes.





# DETECTION

MailMike analyses content across all the main deliverability dimensions, from infrastructure compliance, to content-level best practices. We perform metrics grouping by type to make it is easy to identify the aspects which are causing issues - before it becomes a serious problem.

Simple to use: just send a copy of the campaign to MailMike and receive a detailed report on how well it performed against all the relevant metrics.

## Detailed reporting includes:

- Authentication compliance
- Blacklist and whitelist information
- Inbox placement and Spamfilter results

Streamline the campaign deliverability assessment with MailMike.

gmail.com seed:	missing
yahoo.com seed:	INBOX
outlook.com seed:	INBOX
aol.com seed:	INBOX
web.de seed:	UNKNOWN
mail.ru seed:	spam
orange.fr seed:	INBOX
wp.pl seed:	missing
freemail.hu seed:	missing

Authentication Results	
MX-record Sender:	pass
MX-record Returnpath:	pass
SPF:	pass
DKIM:	pass
DMARC:	neutral
Domain Alignment:	unaligned
DKIM Alignment:	strict
ReverseDNS:	pass
HELO/EHLO:	pass
TLS:	TLSv1.2



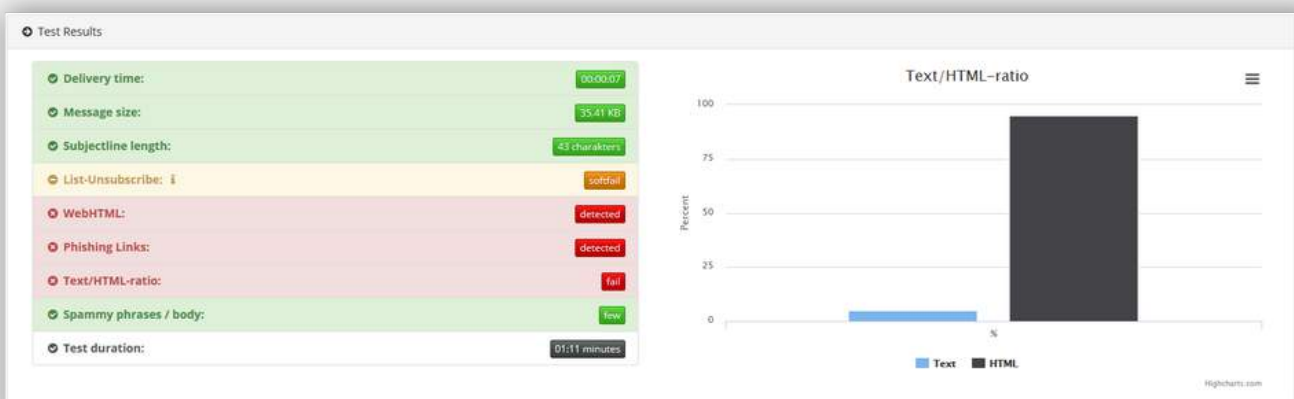
# PREVENTION

Because MailMike provides a clear and intuitive breakdown, and highlights where the potential issues are, no time is lost on lengthy troubleshooting or trial-and-error guesswork.

The trafficlight system presents the results in a clear and accessible way, without requiring any deep technical knowledge.

Pinpointing the key areas where action is required makes it quick and easy to fix the problems, and gives you a peace of mind that the subscribers will all receive your content.

High inbox placement results in increased engagement and a consistent uninterrupted customer experience while strengthening your sender reputation with the various ISPs.







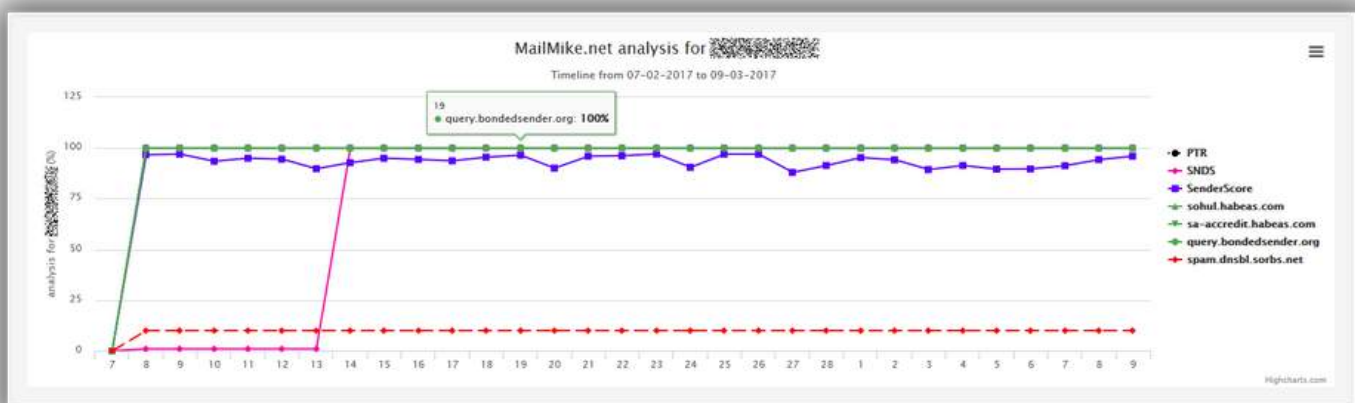
# IP MONITORING

MailMike's IP Monitoring tools provide state-of-art functionality developed by industry insiders to give you a single unified interface that presents an intuitive overview of any IP address, or range. Easily select IPs based on octets, then group, and label them for future reusability to simplify performance monitoring across any number of ISPs. Search through the different blacklists effortlessly and identify the status of your IP addresses, along with the cause of any issues.

Quickly and easily get an overview of any IP using key industry metrics from within MailMike's unified interface, to reduce troubleshooting time and improve efficiency.

## IP Monitoring includes:

- Blacklists
- Whitelists
- Senderscore
- SNDS (Smart Network Data Service)
- ReverseDNS





# SUPPORT

MailMike goes beyond cutting edge technology. We included access to a service layer for our clients, providing a full service option that enables you to utilize our expertise on how to get up and running as quickly and painlessly as possible.

You, as a MailMike customer, also have the opportunity to book personalized consultation sessions with our industry experts to assist you with your specific needs.

Thanks to our network, established relationships across the ISPs, and years of industry experience with setting up and managing sending infrastructures, MailMike guarantees you peace of mind.

## **Additional services include:**

- Infrastructure Setup
- ISP Liaison
- Best Practice Workshops
- Sender Authentication Support





**MAILMIKE.NET**

To find out more about how to benefit from the peace of mind that comes from using MailMike check out our website or contact our representatives directly.

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**MAILMIKE**