

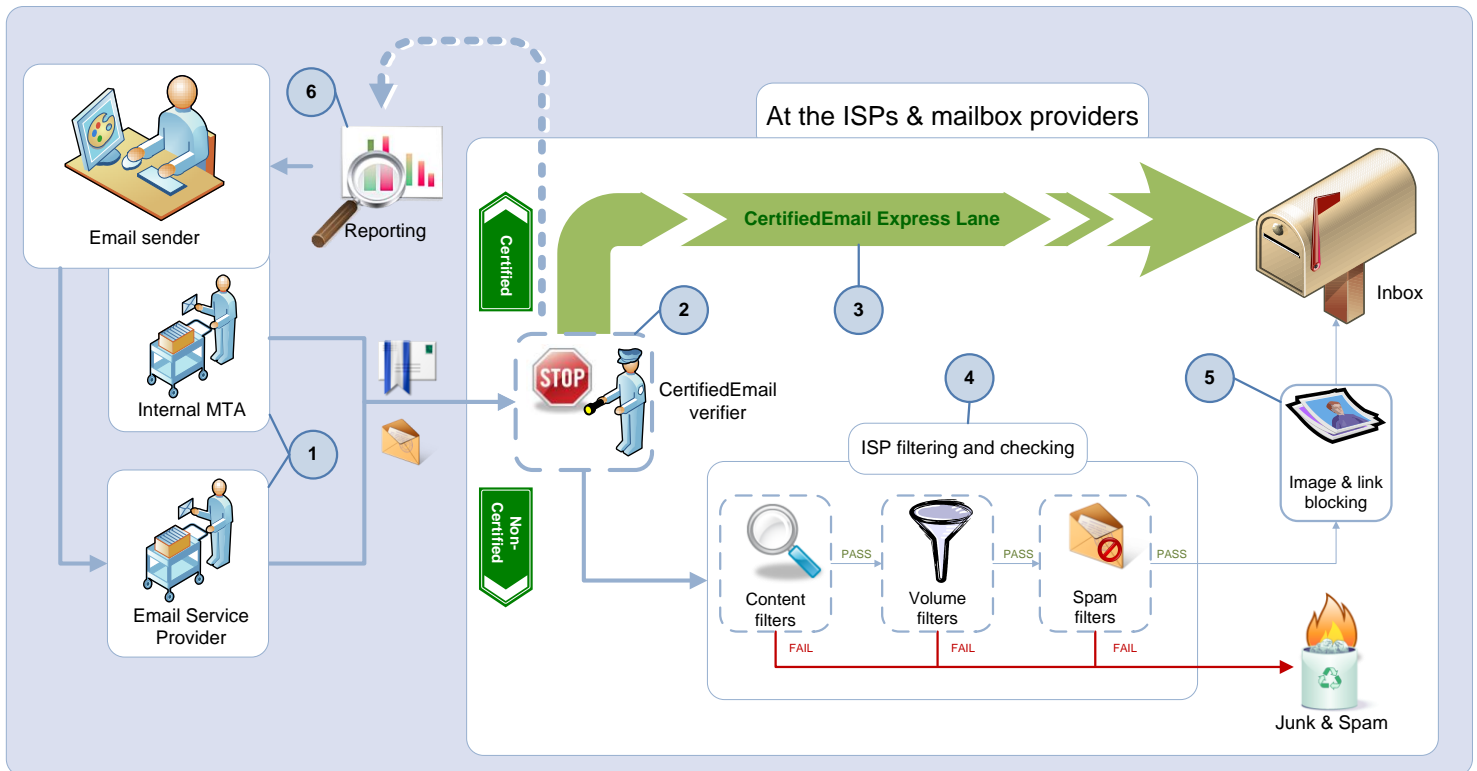


**Goodmail™**  
CREATING TRUST IN EMAIL™

www.goodmail.com

DATASHEET

# How CertifiedEmail Works



- 0. Accreditation (not shown)** - CertifiedEmail is trusted-class of email. To qualify to send CertifiedEmail, a sender must have low complaint rates and follow email best-practices. Accreditation takes about one week and costs a one-time fee of \$399.
- 1. CertifiedEmail Imprinting** - CertifiedEmail tokens are applied to your outbound email messages with the use of Goodmail's imprinting software. This software is built in to three leading MTA platforms: Port25, Message Systems, and StrongMail. If you use an Email Service Provider to send your email, please see our list of participating ESPs on our website.
- 2. ISP Routing** - Participating ISPs detect the token on incoming CertifiedEmail messages and automatically process CertifiedEmail differently from regular email, bypassing content and volume filters and delivering it directly to the recipient's inbox. Images and links are displayed and active by default.
- 3. CertifiedEmail Express lane** - Only CertifiedEmail messages bypass ISP content, volume and Spam filters and are delivered directly to the mailbox at participating providers.
- 4. ISP Filtering** - Regular email, including messages sent by senders using whitelisting services, are subject to ISP scrutiny including, but not limited to, content filters, volume filters and spam filters that potentially prevent them from reaching the recipient's inbox.
- 5. Image and Link Blocking** - Regular email, including messages sent using whitelisting services, will have their images blocked and links deactivated by default by the provider. Only CertifiedEmail messages are delivered to the inbox with images visible and links active by default.
- 6. Delivery Confirmation** - Because CertifiedEmail messages are imprinted with unique tokens, ISPs validate each token when the messages are delivered. Senders can then receive accurate delivery confirmation and reporting.