



Benefits

Improve your reputation

When account holders at ISPs mark your email as spam, it negatively affects your reputation as a sender within the entire email community. The first step towards improving your reputation is to identify reasons why end users may perceive your emails as spam, and to quickly correct them.

Save time

Let Habeas do the work of analyzing your email practices, reputation and infrastructure to identify possible causes of deliverability issues. All Habeas Audit customers receive comprehensive audit reports and recommendations on how to quickly resolve issues from our email experts.

Increase marketing ROI

By diagnosing and resolving email reputation and related delivery issues, you can improve the effectiveness of marketing campaigns, and thereby increase sales.

Qualify for the SafeList

Corporations that have successfully completed Habeas Audit are eligible for placement on the Habeas SafeList – the industry’s most widely used Internet whitelist.

Habeas Audit for Senders

Cost-effectively evaluate email practices and reputation

Legacy email practices, regulatory non-compliance, hardware reconfigurations, re-assigned IP addresses, email abuses by colleagues – any one of these factors can place a corporation on public blacklists or otherwise dramatically affect email reputation and delivery. As a legitimate email sender, how do you ensure your email practices are up-to-date and compliant with ever-changing industry standards?

Habeas Audit is a rigorous reputation assessment process that helps improve brand perception, mail delivery rates, and campaign ROI by providing you with a comprehensive analysis of your email reputation, sending practices, and technical infrastructure. Through a combination of automatic and manual tests conducted by industry-leading email experts, Habeas provides a cost-effective way to help you identify issues which may be affecting delivery, and provides specific recommendations to help you resolve those issues.

Additionally, senders who exhibit outstanding sending practices are eligible for placement on the Habeas SafeList – the industry’s most widely used Internet whitelist – to demonstrate their commitment to best practices to their customers and further improve delivery to over our and a half million ISP and enterprise networks around the world.

Best practices improve your ROI

As the leading Email Trust Authority, Habeas’ standards for email best practices are the highest in the industry. Through a combination of automatic and manual testing, the Habeas Audit process helps you identify issues that may be affecting your email reputation and delivery rates. All Audit customers receive both a Reputation Check and an Audit Report that analyze both how the receiving community perceives your email reputation, and how your internal processes measure up to industry standards. For customers who don’t initially qualify for the SafeList, our email experts will work hand-in-hand with you to resolve any issues so that you can be placed on the SafeList for improved deliverability. When delivery rates improve, you receive better returns on each and every email campaign.

Habeas Reputation Check

Habeas Reputation Check is an overview of your current reputation as an email sender based on blacklists, popular complaint forums, infrastructure analysis, and other factors likely to impact deliverability. Checks include:

- Continuously monitors Internet blacklists, as well as your sending infrastructure
- Advanced tests include CAN-SPAM compliance, end user complaint details & spam traps
- Generates detailed reports via a dynamic interface
- Immediately alerts you via email, should any issues arise that affect delivery
- Provides specific recommendations from our industry-leading email experts on how to fix problems

The Audit Report is a diagnostic analysis that details your business processes and email practices. In order to become a SafeList customer, you must pass this audit to ensure you are compliant with industry guidelines and Habeas’ own strict compliance standards. This report contains best practice recommendations tailored to your particular business.

Audits include:

- Sender legal identity verification
- In-depth sender reputation analysis
- Mail stream and opt-in permission classification
- Unsubscribe process testing
- Message content review
- Privacy policy analysis
- Affiliate practices audit
- Authentication standards usage

Habeas Audit Components

Opt-In Practices Review

Your opt-in practices significantly impact your eligibility for certification, your likelihood of appearing on a blacklist, and your reputation throughout the email community. Habeas will review your practices, inform you of where you stand in comparison to other email senders, and recommend areas for improvement that will positively impact your email deliverability.

CAN-SPAM Compliance

Recent updates to the CAN-SPAM legislation have broadened laws significantly to cover all types of email, not just spam. In order to make sure your email is compliant, it is important that your practices are reviewed in the context of the most recent requirements. Habeas provides a comprehensive review of your emailing practices to verify CAN-SPAM compliance.

Third-Party Blacklist Check

A blacklist is a collection of known domains or IP addresses that are possible sources of spam. Habeas checks your IP addresses and domains against over 50 known blacklists, public and private newsgroups, and ISP feedback loops to analyze your email reputation standing. ISPs often use blacklists in their email filtering processes in order to reject undesirable email. Blacklist administrators can be overly vigilant in terms of identifying what mail should be considered spam, resulting in legitimate senders being blocked by ISPs. Habeas email experts will work with you to resolve any issues and ensure delivery to all major ISPs.

Infrastructure Compliance

Habeas analyzes your technical email sending infrastructure to ensure it is functioning properly and configured securely. Infrastructure checks include the following:

- Company registration
- SPF records
- MX record consistency
- Reverse DNS consistency
- Postmaster and abuse addresses
- Open relays
- RFC compliancy



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