



Bonded Sender Program

The World's Leading Email Accreditation Service

Powered by IronPort. Certified by TRUSTe.

Many commercial emailers report that as much as 30% of their outbound emails are destroyed by spam filters. This means that the sender's deliverability is dramatically reduced, and end users are unhappy because they did not receive the financial statements, concert

updates, or newsletters they were expecting. Furthermore, many spam filters simply delete messages, so neither party is aware of the problem.

"Bonded Sender is an example of a program that effectively raises the bar on conduct for good email centers."

RYAN HAMLIN
General Manager,
Anti-Spam Technology
and Strategy Group,
Microsoft Corporation

IP Address	Volume	Delivered	Delivered Rate	Complaints	Complaint Rate	Last 24 Hrs	Spam to Date	Spam Rate
14.95.203.0	892,880	17,440,000	4	0	0	0	0	0
14.95.203.2	892,880	17,440,000	3	0	0	0	0	0
14.95.203.4	892,880	17,440,000	8	34	0	12	2	0
14.95.203.6	892,880	17,440,000	1	0	0	0	0	0
14.95.203.8	792,280	15,624,000	3	0	0	0	0	0
14.95.203.10	792,280	15,624,000	0	0	0	0	0	0
14.95.203.12	792,280	15,624,000	3	25	1	0	0	0
14.95.203.14	792,280	15,624,000	4	0	0	0	0	0

Bonded Sender's online reporting provides invaluable insight into important deliverability measures.

The Bonded Sender™ Program is designed to ensure that legitimate commercial emails are not inadvertently caught in spam filters. Senders of commercial email verify the legitimacy of their mail by posting a financial bond. If an end user complains that a message was unsolicited, a charge is made against the bond. This market-based mechanism ensures that only legitimate email senders can afford to participate in the program.



**BONDED SENDER™
PROGRAM**

Email Marketers

IMPROVE YOUR DELIVERABILITY

Email deliverability translates directly to the bottom line for email marketers. Legitimate marketers often get treated as guilty until proven innocent and bear the burden of proof.

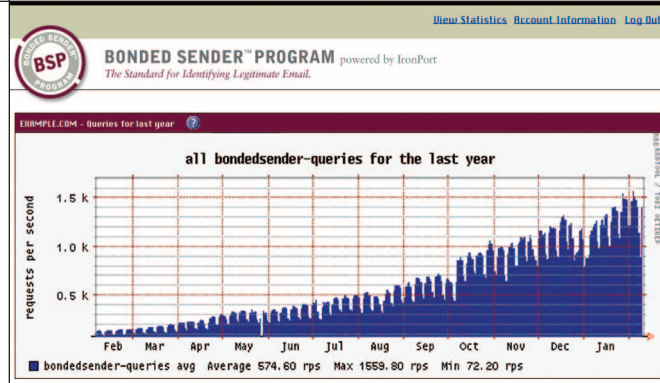
The Bonded Sender Program is a way to guarantee the quality of your mail to the ISP community. When you become a Bonded Sender Program customer, you join a network of trust that is used by Hotmail, MSN, Road Runner and over 34,000 other receivers to send trusted messages directly to a subscriber's inbox. Today, Bonded Sender helps deliver over 25% of the world's email. This increases delivery rates and your financial return on email campaigns. Typically, legitimate mailers experience a 5%-15% increase in deliverability after enrolling in Bonded Sender.

Corporate Email Users

REDUCE THE FALSE POSITIVE RISK

The cost of your corporate email messages not getting through can be enormous. If your CEO sends a time-sensitive message that never arrives, or your legal department communicates critical information that gets filtered out, excuses don't cut it. Since many spam filters don't provide any notification when they drop messages, you may not know there is a problem until it's too late.

Everyone has heard the stories about the victims



Rapid growth for Bonded Sender. Using Bonded Sender is easy for email receivers—it works just like popular DNS-based blacklists. SpamAssassin, Procmail, Razor, Sendmail, Postfix, qmail integration support is available at www.bondedsender.org

of false positives: Harvard acceptance letters getting filtered out, job offers disappearing, and customer notifications that were never received.

Take control of and reduce your company's risk of having mission-critical emails filtered out and lost. The Bonded Sender Program provides peace of mind and an added layer of security against the unseen false positives.

UPDATE

Over 34,000 ISPs, corporations and universities currently participate in the Bonded Sender Program. The widespread use of the program validates the trust that email receivers have placed in the Bonded Sender Program and its success at attracting high-quality senders. Bonded Sender has also extended its leadership in identifying legitimate email by partnering with TRUSTe, the leading privacy seal and certification program. TRUSTe provides independent certification, oversight and dispute resolution services for Bonded Sender.

BONDED SENDER

- 5%-15% Deliverability increase
- Used for over 25% of all email.
- Reaches over 240 million mailboxes.
- Certification by TRUSTe.



IronPort Bonded Sender Program

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