

# Email Service Provider (Mailup Contactlab)



## Sender

Depending on the needs of the sender (e.g. presenting themselves as a strong brand, focus on phishing, sending transactional messages...) initial specific configurations will be applied.



Vetting Not Ok



Vetting Ok

## Vetting:

MailUp Contactlab always performs vetting before the onboarding of every customer, to check the loaded databases. If the vetting procedure is not positive, MailUp will help the customer understand if there are reputation problems regarding the utilized domains or acquisition problems.

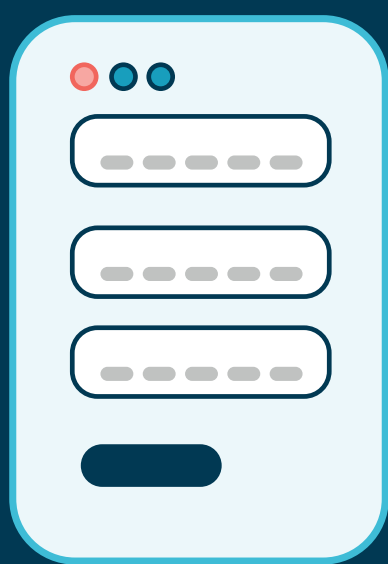
MailUp Contactlab performs automatic and manual vetting for all customers to avoid acquiring spammers or senders with a bad reputation

## SMTP handshake:

The email is accepted by the inbound server based on the configurations and "reciprocal knowledge" with the outbound email server

## Outbound Mail Server:

in line with the regulations of GDPR, this server is located in the European Union

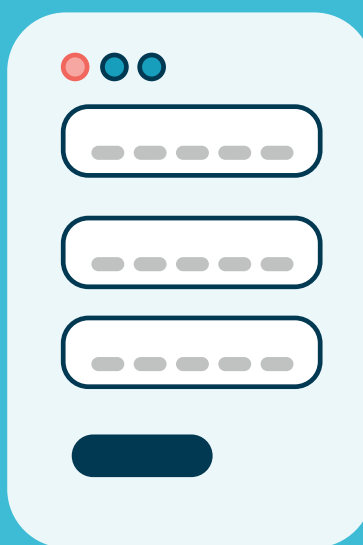


SMTP

## Mailbox Provider

The mailbox provider's anti-spam system could block the email for the following reasons:  
-Volumes sent  
-Domain reputation (all the domains included in the email)  
-Domain authentication (sender, dkim)  
-Content

## Inbound mail server



## Bounce

The email cannot be delivered to the recipient

## Deferral

Delivery will be tried again for 2/3 days



All the information about the result of sending the email returns to the ESP and the mailbox provider, which influences the reputation and the future decisions about the address of the emails from that sender

## Spam

The email is considered spam



## Inbox

The email appears in the inbox



## Users filters

The recipient has active filters, therefore they do not receive the email in their inbox



## Reports spam



Open, click, interact!



Nothing happens



Recipient

