

The 'DO NOT EMAIL' e-mail

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The "DO NOT EMAIL" e-mail:

Your email address "sassie@sassieshop.com" has been placed on our "DO NOT EMAIL" list because your email provider has repeatedly rejected our emails (or has sent us a demand to stop sending you emails). As a result, you are no longer receiving shop email offers.

What happened?

The Bulk Email Servers (BEMS) are for ALL SASSIE MSP's. *The individual MSP's do not have their own dedicated email servers. This means that if a shopper ends up on the BEMS block list, it will affect ALL MSP's.* So if a shopper is already on that list when they sign up on your system, that red error will show up immediately.

Now we can remove shoppers from that list. However, they need to reach out to the email provider and fix the problem on that end first. If we simply remove them from the list, they will instantly end up back on it the moment we try to email them.

The easiest way to end up on that list is to mark a shop offer email as spam.

Again this could be for ANY SASSIE MSP. There are numerous other reasons though that can cause the email provider to notify us to stop sending to a specific email address. When they send us a notice to stop sending to a specific email address we are legally required to stop sending to that address. It is very much like an electronic "cease and desist".

Why?

When an email provider instructs us to no longer send to a given address, unfortunately they don't tell us why.

The likely culprit is that the shopper marked a SASSIE Shop offer email as spam, potentially from another provider. Since all of our emails go out from the same set of servers, and they all go out from *sassieshop.com*, if a shopper marks an email from **ANY SASSIE MSP** as spam, it will put them on the blacklist for **ALL MSP's** that they are signed up with.

Other reasons can be things like their mailbox is full, or perhaps they haven't logged in to check their mail in a very long time. Abandoned email addresses turn in "honeypots" for their spam blocking. When they have email addresses that have been abandoned, and reclaimed by them, any emails going to that address will get flagged as spam.

How to solve this?

Fortunately, the major email providers have started to provide instructions for their customers to attempt to address this on their own. Below is a list of all the major email providers and their instructions for their users to choose to unblock emails from certain domains.

We have a project planned to update our messaging accordingly on our side, but in the meantime please pass this information on to your shoppers reporting the issue.

Instructions for unblocking a sender:

Outlook/Hotmail/Microsoft

1. Log in to the Outlook Web App
2. Click the *Settings cogwheel* in the top right corner
3. Type "blocked senders and domains" into the search field
4. Open the "Blocked senders and domains" options
5. Click the *Trash icon* next to the contact(s) you want to unblock
6. Click *Save*

Gmail

1. Log in to your inbox
2. Click the *Gear icon* and choose the "See all settings" option
3. Navigate to the "Filters and Blocked Addresses" tab
4. You should see all addresses that are blocked
5. Select the sender you want to unblock and click *Unblock selected addresses*

Yahoo Mail

1. Log in to your Yahoo Mail account
2. Click the *Settings gear icon*
3. Click *More Settings*
4. Click *Security and Privacy* in the left-hand column
5. Under Blocked addresses, hover over the email address you want to unblock
6. Click the *Trash icon*

AOL

1. Click the *Settings icon*
2. Click *More Settings*
3. Click *Security and Privacy*
4. Mouse over an email address, then click the *Delete icon*

Mail.com

1. Click *Settings*
2. Select "Blocklist"
3. Enter the email address or domain you want to unblock
4. Click *Save*

iCloud.com

1. In the Mail app on your Mac, select a message from the sender you want to unblock
2. Move the pointer next to their name in the message header, click the arrow, then select *Unblock Contact*
3. You can also remove senders directly from the list of blocked senders
4. Choose Mail > Settings
5. click *Junk Mail*
6. click *Blocked*