Mailjet, SPF, DKIM and “On behalf of”

The spammers are increasingly aggressive and this calls for strong methods to detect and avoid spam emails. This in turn increases the risk of your emails being falsely detected as spam.

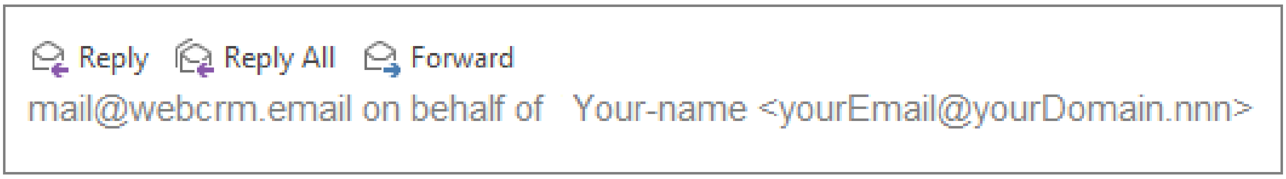
Large ESPs (Email Service Providers) such as Mailjet and Mailchimp and Apse all use the latest measures to ensure that mail sent from their servers will not be categorized as spam, etc.

At Mailjet we are certified by the Certified Sender Alliance (CSA). Mailjet is also a member of Signal Spam and the e-mail experience council. All of this dedicated to improve your deliverability and make us identified as a trusted ESP. You can check the CSA certificate here.

When emails are not sent from the customer's own e-mail server, but instead sent from other servers – like the webCRM server- it is required to automatically include a “Sent on behalf of” message in the emails. This is standard practise by ESPs. For some auto reply message (like out of office) this may cause this type of auto reply to be ignored and not returned to the sender. All normal replies will be returned correctly to the sender.

"On behalf of" will be shown in connection with the sender of the received emails. Other providers such as Mailchimp do something similar, though often looks more cryptic than our solution.

Here is an example from webCRM + Mailjet:



mail@webcrm.email on behalf of   Your-name <yourEmail@yourDomain.nnn>

When you send webCRM emails via Mailjet, we have configured everything for you. All you need to do is to enable the integration to Mailjet, and then start sending your e-mails and newsletters. On top of this you will benefit from Mailjet's talented delivery team who handle any problems with spam complaints, etc.

SPF records:

webCRM and Mailjet automatically apply SPF records. Using a SPF record for your own email domain and webcrm is not mandatory. However, it can marginally improve the spam score to do so. **Important:** If you are using SPF records it is important that you also include: spf.webcrm.com

A SPF record is just a line of text that is added to your email DNS. The DNS is where all the Internet servers lookup to find the correct IP address of email domains and domains for websites. Your email provider (ISP Internet Service Provider) will normally be able to add the SPF record for you. If you have access to manage your DNS settings, you can also do this yourself, but it requires some technical knowledge. We would like to add the SPF record for you, but if we could do this ourselves, so could all spammers, and it would be useless. When present, the SPF record shall include at least your own domain and: spf.webcrm.com

If you would like to avoid the “On behalf of message”, there are some options available:

1. Via Mailjet and whitout the “on behalf of”

One-time fee of EUR 500.

For this solution, you must have your own email domain and access to configure the DNS. This solution requires some technical setup. Unfortunately there is no way around that you have to handle (approve and order) these settings. We cannot do it – because then spammers could do it too.

a) You need to set up SPF so it includes spf.webcrm.com and verify this is correctly configured.

b) You then order the configuration at webCRM and you need to confirm your domain ownership either by creating a DNS record or by placing an empty text file (with a given name) in the root of your web-server.

c) You need to create a special DKIM key that must be created as a TXT record in your DNS

You must be able to understand and deal with a), b) and c). We cannot assist with the practical side of this. You must report to us when a), b) and c) is completed. Please note that it might take up to 24 hours for the settings to take effect. We will then configure and verify the and then you can avoid the "on behalf of" message.

Please note: You should take good care to protect your domain's "reputation". If a receiver of one of your newsletters marks the email as spam, it might affect your email domain generally.

Please note: We can add several domains, but for domain validation reasons we can only enable domains if they also have a website for the same domain. For example:

Website: www.webcrm.com
Email: somename@webcrm.com

The above fee will be charged for each domain added.

2. Via your own SMTP email server - without Mailjet and without "On behalf of "

One-time fee of EUR 100.

We send all your emails from webCRM by your own SMTP server. You will avoid the "on behalf of" message this way.

The major drawback here is that all Mailjet functions will disappear and so does scheduled email sending. You also have responsibility 100% to cope with spam filters, and to protect your domain's reputation. If a receiver of one of your newsletters marks the email as spam, it might affect your email domain generally, Few companies have sufficient expertise in-house to handle this. Especially if broadcasts from webCRM also includes newsletters.

To enable this method you must inform us about your email server's IP / domain, port number and optionally user name and password, and whether to use TLS or not. You might also have to enable our server to relay by your servers.

webCRM servers currently use the external IP address: **89.188.84.106**

3. Via webCRM servers without Mailjet and without "on behalf of"

We send all emails through webCRM's SMTP server. You should set up the SPF to include spf.webcrm.com. This method can achieve an acceptable deliverability – but not an excellent one as with Mailjet.

A major drawback here is that all Mailjet statistics functions disappear, and so does scheduled email sending.