

The One-to-One eMessaging Company

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Federal Trade Commission
Email Authentication Summit
November 9th 2004

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FTC Authentication Summit

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- ❖ @Once Corporate Overview
- ❖ The Evolution of Email Marketing
- ❖ @Once Authentication Review
- ❖ Email Authentication
 - Business Challenges
 - Compliance Hurdles
- ❖ @Once Efforts for Authentication Adoption



@Once: Corporate Overview

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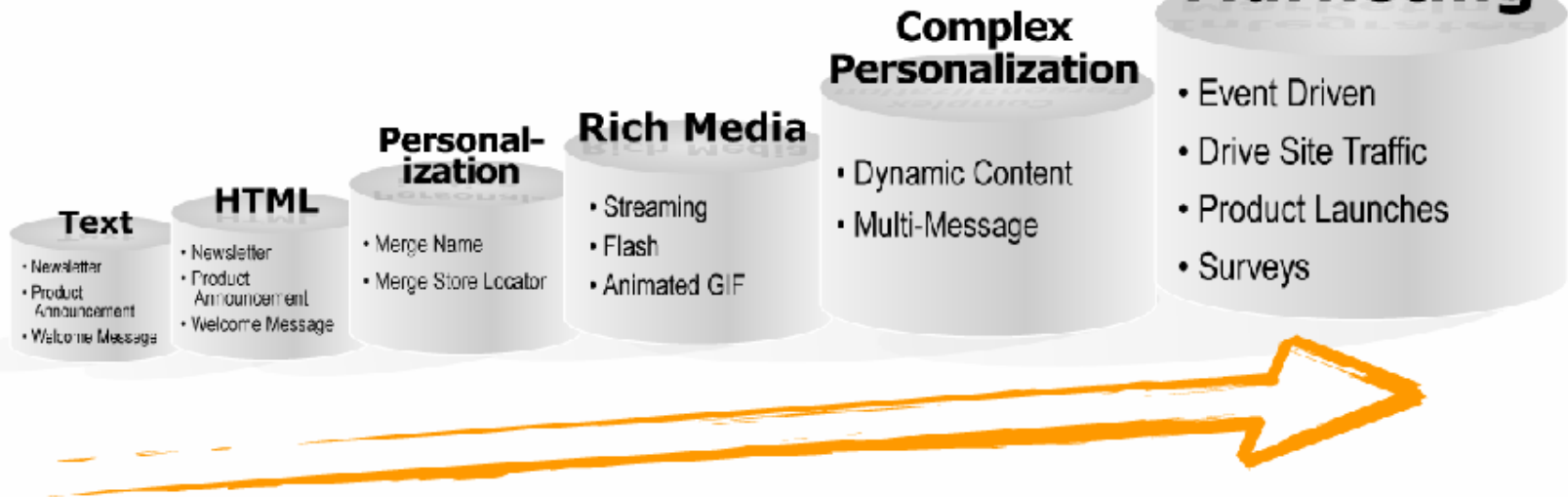
- ❖ Full Service Email Marketing Agency
- ❖ Background:
 - Headquarters: Portland, OR
 - Founded in 1998
 - 60 Employees
 - 40 Clients
 - Profitable
- ❖ Core Competencies:
 - Email Delivery & Marketing Campaign Management
 - 1-to-1 Personalization and Event Based Communications
 - Data Capture, Management and Intelligence
 - Professional Services Strategic Consulting
- ❖ Vision:
 - Integrated Direct Marketing



The Evolution of Email

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Integrated Marketing



- Email has grown throughout the years as the audience and technology matures
- Companies often use a mixture of the above formats to drive desired results

@Once Authentication Review

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- ❖ Email authentication has arrived, its time to adopt
- ❖ @Once deployed authentication early in its inception
 - SPF 07/04
 - Sender ID 11/04
- ❖ It took approximately 60 minutes to update all our internal systems for SPF and Sender ID combined
 - It's a relatively simple process to deploy provided you have the technical resources available for your organization
- ❖ As a result of authentication we have experienced no significant issues that would impact business operations
- ❖ It is important to remember that Email authentication is only ONE part of the deliverability maze



Authentication: Business Challenges

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- ❖ No consistency or ground rules in communicating with the ISP community pertaining to authentication
- ❖ Every ISP has different levels of internal policies that address email deliverability and permission based communications
- ❖ Who you going to call?
 - No consistent industry feedback loop to solve issues
 - Cloak and dagger approach, guilty until proven innocent
- ❖ There are still no guarantees to deliver email today regardless if you adopt and implement all industry best practices
- ❖ One sided accountability does not create a level playing field for consumers



Authentication: Compliance Issues

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- ❖ Corporations are evaluating authentication however many questions remain for internal adoption
- ❖ Multiple standards in play and are evolving
 - SPF, Sender ID, Domain Keys
- ❖ ISP support for a standard is fluid
 - Do they or don't they?
- ❖ Limited ISP contacts to assist in the implementation or ongoing client support
- ❖ There is a need for a large public awareness campaign for authentication that explains this issue in depth
- ❖ Industry adoption of authentication solutions should create a level of expectation that email will be delivered



@Once Efforts

- ❖ @Once is committed to email authentication solutions and will support all standards
- ❖ Early adopters of SPF and Sender ID
- ❖ Active membership in industry groups
- ❖ We conduct frequent client educational webinars focusing on industry trends and best practices
- ❖ We will continue to encourage our clients to adopt any additional technical solutions to ensure technical compliance and deliverability
- ❖ Continuing to evaluate accreditation services such as Bonded Sender

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Thank You
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