



Feedback Loop Set-Up Guide

What is a feedback loop?

Some ISPs offer a feedback loop service for senders. When a subscriber reports email as spam (either through an interface option or sending the email to the ISP Postmaster), the ISP forwards that email back to the sender. Generally, ISPs expect that these transactions are processed as unsubscribe requests and that the sender researches the nature of the request to reduce the incidence of complaints.

Feedback loops are extremely valuable to help you get your messages delivered to the inbox. High recipient complaint rate is the top reason why email is blocked or filtered at many ISPs. By allowing senders access to this complaint data, ISPs are demonstrating their commitment to making email work better for everyone. And, by suppressing complainers from future email sends, you as the sender are respecting recipients' wishes and also making email marketing work better for everyone.

Using this Guide

Feedback loops are simply in theory, but can be tricky in practice. Each ISP has a slightly different system for signing up. Fortunately, many of them ask for the same data, so once you gather this for one feedback loop you will have done a lot of the work for the rest of them. We always recommend that you read the terms of service for each ISP so that you can maximize your use of the service and understand the data being provided.

In the following pages, you will find step-by-step instructions for setting up feedback loops at all the ISPs that currently offer them.

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Accessing Feedback Loop Data Through Reputation Monitor

Once you are set up with all the feedback loop data you are eligible for, we encourage you to "point" your data into our Reputation Monitor tool. This will allow you to view all complaints in one dashboard for easy comparisons between ISPs. This data will also feed into our Mailbox Monitor diagnostics section, allowing you to view complaints by campaign. This will make the diagnosis and solution of complaint problems much easier for you and your team. If you have any questions about how to get this data into your Return Path dashboard, please contact your account manager.



AOL Feedback Loop

AOL offers a Feedback Loop to any sender. Senders are not required to be whitelisted with AOL in order to receive a feedback loop. Via the feedback loop, AOL returns transactions where the recipient has clicked "Report Spam." AOL expects that the sender process all feedback loop transactions as unsubscribe requests. Failure to process these unsubscribe can result in termination from the program.

How to set up a Feedback Loop with AOL:

Step 1: Collect the following information

- ✓ the IP address(es) and mailing domains for which you would like to set up a feedback loop
- ✓ the company's contact information you want to use for the feedback loop including name, email address, and phone number
- ✓ the email address you want feedback transactions sent to, which must be an active address that receives email

Step 2: Go to <http://postmaster.info.aol> and click on "Would you like to set up a feedback loop?"

Step 3: AOL will send a confirmation message to either the postmaster@ or abuse@ address for your domain (whichever you selected) within a few hours. Make sure that you are able to accept and respond to this message in a timely manner. The email includes a link to confirm that you are ready to receive transactions and to begin processing spam complaints. The link must be activated before the process begins.



Hotmail SNDS

Hotmail provides a service whereby senders can monitor their delivery performance at Hotmail MSN. The service is referred to as SNDS which is short for Smart Network Data Services. The tool allows senders who own an IP space to view by IP address, their sending volume, accepted message volume, complaints generated, spam trap hits, and Smart Score rating.

The SNDS Tool requires a Passport Email Account. We advise that you set up a generic account for access to the SNDS tool by going to www.hotmail.com.

Requesting Access to the SNDS Tool:

Step 1: Go to <https://postmaster.live.com/snds/FAQ.aspx#filterResult>

Step 2: Select "Request Access".

Step 3: Enter the IP address or range for which you are requesting access noting the format requirements at the top of the page.

Step 3: The next page indicates the address to which an access confirmation message can be sent. In order to gain access, an individual is required to retrieve the confirmation message and activate a link within the message at the address you select. Select the appropriate address from the list provided.

Step 5: Enter the previously created Passport Address and applicable Contact information.

Step 6: Submit the request.

Step 7: Monitor the designated mailbox for receipt of the confirmation message. The message contains a link that must be activated before you are able to access your performance data.

Accessing the SNDS Tool:

Once you have received your confirmation message and activated your service, you can view your performance data.

Step 1: Go to <https://postmaster.live.com/snds/FAQ.aspx#filterResult>

Step 3: Click on "View Data".

Step 3: Sign in using your username and password to view your performance data.



Hotmail Feedback Loop

Hotmail offers a feedback loop that they call "JMR". As with other feedback loops, Hotmail expects receivers to process any transaction sent via the feedback loop as an immediate unsubscribe to the sender's list.

How to set-up a Hotmail JMR Feedback Loop:

Step 1: Collect the following information

- ✓ The primary company contact email address
- ✓ The opt-out link for each list sent
- ✓ The home page where people sign up for each list sent
- ✓ Sample sender IP addresses for verification
- ✓ Is the IP address registered under your company's name/domain name? Or do you have exclusive sending rights from the IP via your hosting company (not shared with any other senders)?
Can you remove addresses that complain from these lists?

Step 2: Go to

http://support.msn.com/eform.aspx?productKey=edfsjmrpp&page=support_home_options_form_byemail&ct=eformats

Step 3: Complete the web application. Microsoft will then work directly with the contact person to complete the email agreement.



United Online (Netzero and Juno) Trusted List / Feedback Loop

United Online offers a service that they term a "Trusted List." By requesting to be added to United Online's Trusted List, a sender agrees to receive a feedback loop of transactions where recipients have clicked "Report Spam," and to unsubscribe those recipients from the sender database.

How to request to be on the Trusted List at United Online:

Step 1: Collect the following information

- ✓ the name of your organization and a description of your business
- ✓ the company's contact information you want to use for the service including name, postal address, email address, and phone number
- ✓ the IP address(es) and mailing domain(s) for which you are requesting inclusion
- ✓ the email address you want feedback transactions sent to, which must be an active address that receives email
- ✓ You will also be asked to respond to questions about your program practices and processing.

Step 2: Go to <http://www.unitedonline.net/postmaster/whitelisted.html>

Step 3: Enter the requested information.

Step 4: Provide the mailing domains in the "Any Other Relevant Information" box at the bottom of the page.

Step 5: Click "Submit."

Note: United Online does not send confirmation that requests have been processed. They will notify the contact person once the feedback loop is set up. How long it will take depends on the volume of requests. We've seen response in as little as 24 hours to as much as a couple of weeks.



USA.net Feedback Loop

USA.net offers a Feedback Loop to any sender.

How to set up a Feedback Loop with USA.net:

Step 1: Collect the following information

- ✓ the IP address(es) and mailing domain(s) for which you would like to set up a feedback loop
- ✓ the company's contact information you want to use for the service including name, email address, and phone number
- ✓ the email address you want feedback transactions sent to, which must be an active address that receives email

Step 2: Go to <http://fbl.usa.net/> , complete the request form, and click "Submit."

Step 3: Once you have submitted the request form, a confirmation message to either the postmaster@ or abuse@ address for your domain (whichever you selected) within a few hours (if not immediately). This message includes a link to confirm that you would like your request to be submitted to the USA.net Postmaster for review.

Step 4: If you agree to the above message, a request is submitted to the USA.net Postmaster. The Postmaster will review your request and reply to the postmaster@ or abuse@ address (whichever you selected) indicating if you have been accepted or rejected for a feedback loop.



Earthlink Feedback Loop

Earthlink offers a Feedback Loop to any sender.

How to set up a Feedback Loop with Earthlink

Step 1: The admin or owner of the domain needs to email fbrequest@abuse.earthlink.net and request that they be added. Include the following information:

- ✓ the IP(s) and mailing domain(s) you would like to set up on the feedback loop
- ✓ the company's contact information you want to use for the service including name, email address, and phone number
- ✓ the email address you want feedback transactions sent to, which must be an active address that receives email

The Postmaster will review your request and reply to the submitting address indicating if you have been accepted or rejected for a feedback loop.

Excite Feedback Loop

How to set up a Feedback Loop with Excite

Step 1: The admin or owner of the domain needs to email emailadmin@cs.excite.com and request that they be added. Include the following information:

- ✓ the IP(s) and mailing domain(s) you would like to set up on the feedback loop
- ✓ the company's contact information you want to use for the service including name, email address, and phone number
- ✓ the email address you want feedback transactions sent to, which must be an active address that receives email

The Postmaster will review your request and reply to the submitting address indicating if you have been accepted or rejected for a feedback loop.

Road Runner Feedback Loop

How to set up a Feedback Loop with Road Runner

Step 1: The admin or owner of the domain needs to email email-support@security.rr.com and request that they be added. Include the following information:

- ✓ the IP(s) and mailing domain(s) you would like to set up on the feedback loop
- ✓ the company's contact information you want to use for the service including name, email address, and phone number
- ✓ the email address you want feedback transactions sent to, which must be an active address that receives email

The Postmaster will review your request and reply to the submitting address indicating if you have been accepted or rejected for a feedback loop.