Adaptive Delivery®
The Next Generation In Deliverability Management

Adaptive Delivery from Message Systems is an industry first — it auto-tunes your outbound email delivery parameters and traffic shaping in real-time to avoid blocks, safeguard your reputation and optimize delivery. Email programs executed with Adaptive Delivery produce consistently higher success rates. Campaigns perform better, problems are avoided or quickly resolved, and sender reputation with ISPs soars.

WHAT MAKES US DIFFERENT
Momentum with Adaptive Delivery is far more sophisticated than commodity MTA products because it is proactive, automatically suspending or ramping up your mailings based on real-time feedback. The Momentum platform has advanced traffic processing capabilities with integrated modules for both bounce classification and feedback loop processing. Adaptive Delivery uses the real-time information streamed through these modules to update and optimize traffic shaping parameters, such as the number of open connections on a domain, volume of messages per hour, retry times, etc. Paired with Momentum’s intelligent queue management architecture, Adaptive Delivery enables you to not only establish a stellar sender reputation, but also improve it over time to reach consistently excellent inbox performance.

IP WARM-UP
Mailing with an IP address that has no sending reputation is almost as risky as using one with a bad reputation. ISPs often delay or block mailings originating from new IPs, yet most messaging solutions lack the tools to overcome this common obstacle. A native feature of Adaptive Delivery, IP Warm-Up automatically builds a good sending reputation for all new IP addresses. By enabling you to establish a good sending reputation for IP addresses before use, IP Warm-Up helps you to gain a deliverability advantage right out of the gate, and minimize costs and reputation risk from delayed or undelivered mail.

Delivery Rates Increase and Stabilize
Financial Newsletter

“...We saw real, tangible and measurable results 30 days after we started using Adaptive Delivery: 6% increase to Outlook.com/Hotmail, 4% lift in Yahoo!, 5% increase in Comcast deliverability, and in certain edge cases... a whopping 300% lift to AOL.”

KIERSTI ESPARZA
SENIOR EMAIL DELIVERABILITY STRATEGY AND COMPLIANCE ANALYST
MARKETO

Inbox success rate increases of 5–10% are common with Adaptive Delivery.
RULE SETS
Adaptive Delivery provides 4 rule sets for traffic shaping and automated queue management:

1. **Static Traffic Shaping Rules**: Introduced for fixed, known traffic shaping scenarios.
2. **Warm Up Rules**: Used for settings that increase as reputation is built during the IP warm up process. These settings increase as the IP ages until a pre-defined limit is reached.
3. **Dynamic Rules**: The key to throttling traffic dynamically and preventing reputation issues.
4. **ISP Block Handling Rules**: Used to a) identify ISP responses that require a suspension of sending and b) suspend traffic to the target ISP from the affected IP address for the period of time needed to investigate and resolve the block without bombarding ISPs when they are rejecting your mail.

Live Rule Updates
Adaptive Delivery updates ISP block handling rules and other rule sets on a six-hour cycle to ensure that you always have the latest intelligence to ensure optimal delivery. Updates are continually refreshed, automatically downloaded and maintained in a local database to persist over restarts. The Message Systems deliverability team has brought virtually all the world’s major ISPs (and many minor ones as well) into the Live Rule Updates network.

Customized Configurations
You can extend the capabilities of Adaptive Delivery with your own custom rules, a feature that is especially beneficial when you want set handling rules on a per-domain basis, or stipulate a specific action for a given rule. All rules are fully configurable, and your custom rules won’t be overwritten by subsequent system updates.

TRAFFIC SHAPING
Automatically optimizes your mail queues to comply with ISP rule sets or your custom rules. Sets parameters such as maximum number of outbound connections for a domain, limiting the rate at which connections are established or the rate at which messages are delivered, or maximum number of outbound connections. You can adjust sending and retry rates, or suspend deployment in the case of rolling blocks based on disposition results for each email stream — automatically and in real time. You can also resolve issues before they become problems that threaten your deliverability and reputation, and gain a real boost in efficiency.

Block Incidents Decline
**Code 50 MailBlock Bounces**

Adaptive Delivery can significantly cut down on “hard” blocks.

“When we have delivery and reputation issues, we know about them right away, and we can resolve problems proactively. Momentum with Adaptive Delivery has certainly had a positive impact on customer satisfaction. We rarely hear about deliverability support calls anymore.”

JAMES THOMPSON
DIRECTOR OF EMAIL OPERATIONS, INFUSIONSOFT
SMART THRESHOLD MANAGEMENT

Adaptive Delivery automatically takes action when thresholds for bounces and/or feedback loop error codes are exceeded. These thresholds, which are modifiable and can be set on a per-binding or per-domain basis using sweep rules, prompt several remedial actions depending on bounce or feedback loop responses over a defined range. In the first example below, if a mailing incurs a hard bounce rate threshold of 3%, Adaptive Delivery will throttle down that mailing. If a mailing reaches a 10% bounce rate, the system will suspend it completely for four hours. In the second example, throttle down and suspension thresholds are set at 1% and 4% respectively, but in this case in response to your feedback loop percentage rather than bounce rate.

```plaintext
# Default rule for bounce codes
adaptive_sweep_rule default_bounce_rule {
  codes = (bc:User Unknown)
  low_threshold = 3%
  low_action = (throttle down)
  high_threshold = 10%
  high_action = (suspend 4 hours)
}

# Default rule for FBL categories
adaptive_sweep_rule default_fbl_rule {
  codes = (fbl:abuse)
  low_threshold = 1%
  low_action = (throttle down)
  high_threshold = 4%
  high_action = (suspend 4 hours)
}
```

TIGHTER FOCUS ON OPTIMIZATION

With Adaptive Delivery, email marketers and deliverability experts can refocus on what they do best — creating and managing effective email programs. Get Momentum with Adaptive Delivery and turn your attention back to big-picture concerns: optimizing programs, practice improvement and working on revenue-generating initiatives.

About Message Systems

Message Systems solutions power many of the world’s largest, most complex email, text and cross-channel messaging operations. Founded in 1997, Message Systems is headquartered in Columbia, Maryland, and maintains offices around the globe. World-class brands that rely on Message Systems solutions include Facebook, PayPal, US Airways, Match.com, Yesmail and many Fortune 500 leaders in banking, consumer technology and telecommunications.

Call Message Systems today toll-free at 877-887-3031 or learn more at messagesystems.com.