The Message Systems
Adaptive Email Network

The Adaptive Email Network compiles email data from global ISPs and the world’s largest senders and processors of email — constituting over 80% of global email traffic — and makes that intelligence available to Message Systems customers via continuous online updates. Through the Adaptive Email Network, Message Systems is uniquely able to analyze message disposition data and create intelligent sending rules. Senders using Message Systems solutions have far higher rates of compliance with ISP use policies, and therefore experience fewer bounces, blocks and delays in their email streams. Joining the Adaptive Email Network helps senders achieve better email deliverability, protect their sender reputation and increase rates of customer engagement.

THE EMAIL ECOSYSTEM

The SMTP standards that govern email delivery over the Internet give ISPs wide latitude to set their own inbound handling rules, rate limits and acceptable use practices. These factors can include the number of concurrent open connections allowed, messages per hour per domain, and so forth. Given there are more than 12,000 ISPs worldwide (about 7,000 in the U.S. alone) and millions of IP domains, it’s impossible for individual senders to (a) keep track of continuously changing rules around the world, and (b) continually tweak/update their sending infrastructure to remediate problems as they happen. Moreover, processing feedback loops (FBLs) is another daunting task. For any company sending in significant volumes, the corresponding number of bounce messages and FBL responses is simply too large for human interpretation.

INTELLIGENCE FOR SENDERS

With the AEN and the Momentum platform, Message Systems provides an automated solution to all of these challenges. The Adaptive Email Network and Message Systems Adaptive Delivery technology were designed specifically to address these issues by automating the entire process of complying with ISP rules and remediating bounces and FBL responses. The Adaptive Email Network (AEN) collects handling rules, bounce codes/reports and FBL data from ISPs worldwide. This data is compiled, processed and made available to Message Systems customers through daily online updates, which in turn automatically update sending configuration parameters within the Momentum platform.

THE DATA TO OPTIMIZE DELIVERABILITY

The Momentum platform includes dedicated bounce and FBL processing and remediation modules, providing an automated, out-of-the-box mechanism for managing critical functions of email infrastructure. An important element of the AEN is our Live Bounce Updates service, which provides a professionally managed bounce code interpreter that eliminates the need for Message Systems customers to constantly analyze new bounce codes. The module automatically sorts bounces to approximately 20 classifications. Because these classifications are available to Momentum’s policy engine, a simple script can be written.

“Understanding what’s happening on the receiving side of the email delivery chain is essential to getting our clients’ email messages delivered. The Message Systems Adaptive Email Network updates our Momentum email infrastructure platform daily with the most up-to-date sending rules, ensuring that Infusionsoft clients always get the best deliverability rates possible.”

JAMES THOMPSON
DIRECTOR OF EMAIL OPERATIONS, INFUSIONSOFT
to manage remediation policies. The entire process is completely automated, or Momentum operators can choose to customize rules for their own environment. With these capabilities, Momentum operators can:

- Add invalid recipients to a global suppression list to ensure the system never sends to bad addresses again.
- Update other systems with information on address status to prompt users to update their addresses.
- Compile ‘mailbox full’ or ‘out of office’ responses before remediation to avoid removing active recipients from lists.
- Make changes to policies with minor script or configuration changes, eliminating the need for expensive engineering efforts, regression testing and long release cycles.

**BACKED BY EXPERTS**

Achieving excellent inbox performance isn’t easy — it requires a lot of work and attention to detail. That’s why Message Systems has a dedicated team of deliverability specialists who monitor the data flowing through the AEN to identify any emerging problems or risk factors that can negatively affect inbox performance. In addition to automated bounce updates, the data from the AEN informs the Live Rule Update service within Momentum’s Adaptive Delivery module. Both automated updates, and updates to ISP block handling rules and other rule sets crafted by our deliverability experts, are sent out on a six-hour cycle to ensure that customers 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 Adaptive Email Network, reaching 90 percent ISP domain coverage in North America, South America, Europe, APAC and Australia.

**LIVE BOUNCE UPDATES**

Keeping pace with ongoing changes to bounce rules can be disruptive, costly and time-consuming. Most update services that claim to operate “live” really don’t — with new updates only a few times a year. The bounce updates service within the Adaptive Email Network is different. Included standard with the Momentum support plan, Live Bounce Updates provides regular updates that ensure you receive the latest bounce rules as quickly as possible. We constantly gather unclassified bounces so they can be researched by our team of deliverability experts, then classified and pushed back to you as part of a new bounce file directory. With the latest bounce classification rules in place you can more easily spot and resolve issues to improve deliverability.

“**The Adaptive Email Network really creates a community effort among big emailers. If there’s an infrastructure overload at Yahoo, for instance, the network identifies it and will automatically limit the number of connections you can make at Yahoo.”**

**MATT VERNHOUT**
**MANAGER OF DELIVERABILITY, INBOX MARKETER**
Momentum’s Adaptive Delivery module uses rules and the data gathered through the Adaptive Email Network to optimize outgoing traffic, throttling it down or accelerating it based on ISP feedback.

The Adaptive Email Network compiles metrics on bounces (permanent failures), transient failures and other disposition data, and streams it back to the Momentum platform to help postmasters resolve problems and optimize delivery.

LESS TIME MANAGING SYSTEMS, MORE TIME TO INNOVATE

Companies using Message Systems solutions typically require far less engineering resources to operate and maintain their messaging infrastructure. Instead of building and maintaining their own bounce and FBL remediation modules, companies within the Adaptive Email Network can redirect resources to building applications or services that provide competitive advantage to their core business. Because all bounce and FBL processing is managed in real-time within the Momentum platform, ancillary hardware and software is eliminated from the infrastructure. With the intelligence provided through the Adaptive Email Network and the platform capabilities of Momentum, operators are able to achieve significant savings in labor and hardware resources. In fact, a recent study by Forrester Research found that a mid-size company with daily traffic of approximately 2 million messages per day would, by upgrading to the Momentum platform from a commodity open source or commercial MTA, gain a return on investment of more than one million dollars over a three-year period.

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.