

VALIMAIL

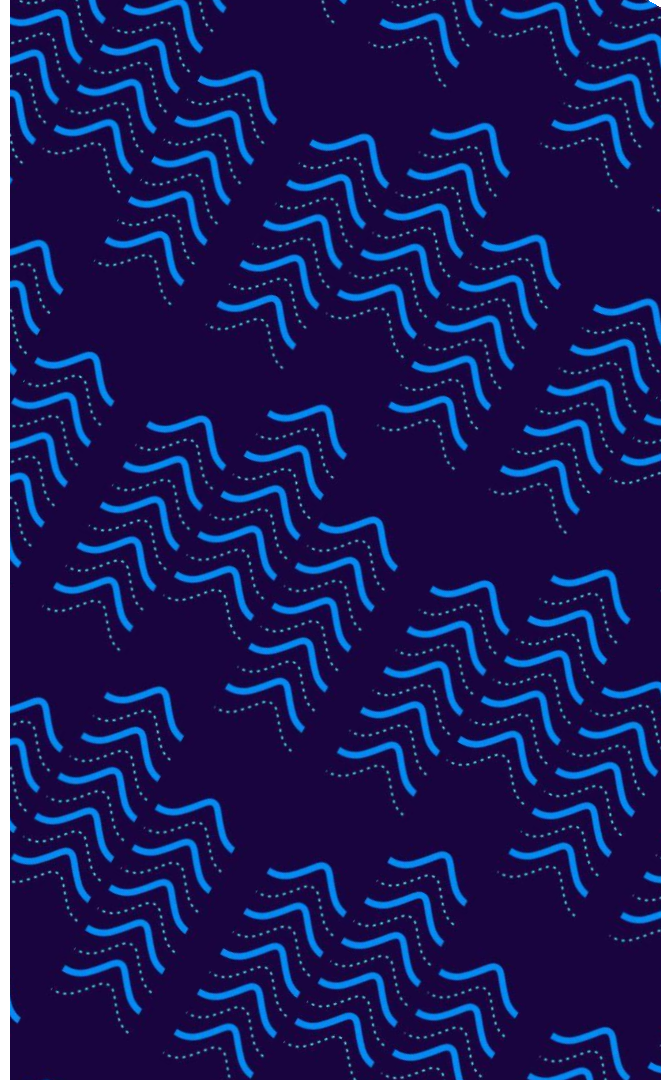
# Deliverability State of the State

Al Iverson, Valimail

July 2024

# Agenda

1. **Yahoogle Update**
2. **Double DKIM & Yahoo CFL**
3. **DMARC & BIMBI**
4. **DKIM L Tag Exploit & North Korea DMARC Targeting & Political Email Landscape**
5. **Open Tracking Lawsuits**
6. **Apple Relay Outage in July**
7. **New/Updated Blogs to Watch**
8. **Open Discussion / Q&A**



# Who am I?

**Al Iverson**

**Industry Research and Community  
Engagement Lead for Valimail**

**[www.valimail.com](http://www.valimail.com)**

**Spam Resource, since 2001**

**[www.spamresource.com](http://www.spamresource.com)**

**Wombatmail DNS Tools**

**[www.wombatmail.com](http://www.wombatmail.com)**

**Salesforce Marketing Cloud  
Director of Deliverability  
for 15 years**




**I am not a lawyer and this is not legal advice.**





# The Yahooogle Update

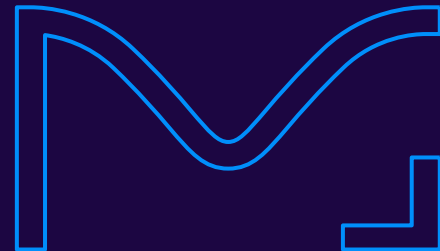
A decorative border with a repeating blue wavy pattern, resembling a stylized wave or a series of connected arches, surrounds the central text area.

In October 2023, Yahoo & Google  
Announced Updated Sender  
Requirements mandating that senders  
implement SPF, DKIM and DMARC email  
authentication protocols, one-click  
unsub support, keep low complaint rates,  
and more.

# Yahoogleg: Current Status and Future

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- February 2024 came and went; where's the blocking?
- Look for enhanced requirements, we suspect to be announced in early 2025 (speculation!)
- Focus of new requirements? Not sure, we suspect p=quarantine/reject. Maybe reporting? Lots of p=none domains with no RUA today.
- **Microsoft:** Says they intend to follow same/similar requirements.



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Delete




Spam



Yahoo  
CFL

List: Newsletter

Status:

 Unsubscribed

Date/Time

Status

05/15/2024 15:32

Unsubscribed



## Account overview


 Domains  Manage Services  Settings

Bulk add domains



### Couldn't locate the TXT record

Before spamresource.com can be verified, the DNS configuration for each domain must be updated with its TXT record. Changes can take up to 24 hours to be processed.

yahoo-verification-key=537tFu+3SvSgVok788FJtaoK00OhlZ9jfR  
ibDt4oRNY= [Copy](#) 

Done

Yahoo  
CFL

Domains ↑=

spamresource.com

wombatmail.com

Options

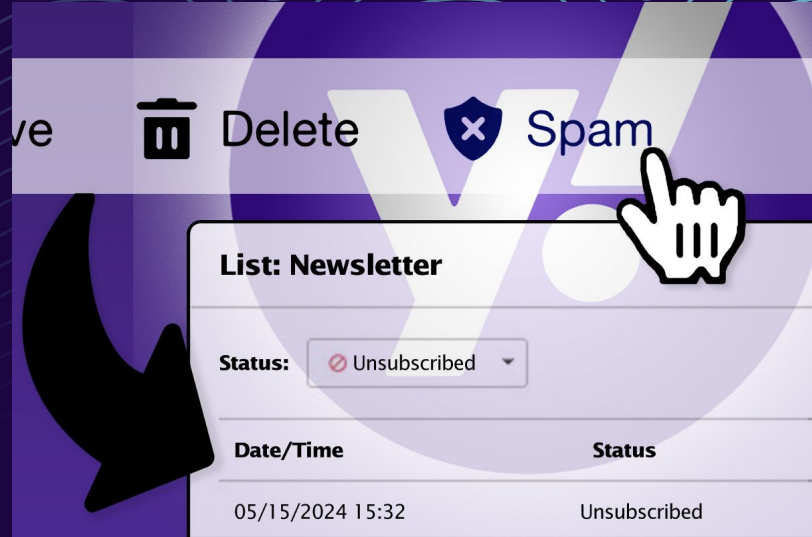
...

...

# Yahoo's CFL (Complaint Feedback Loop)

Report Spam -> Send Report to Sender -> Log & Unsub Sender

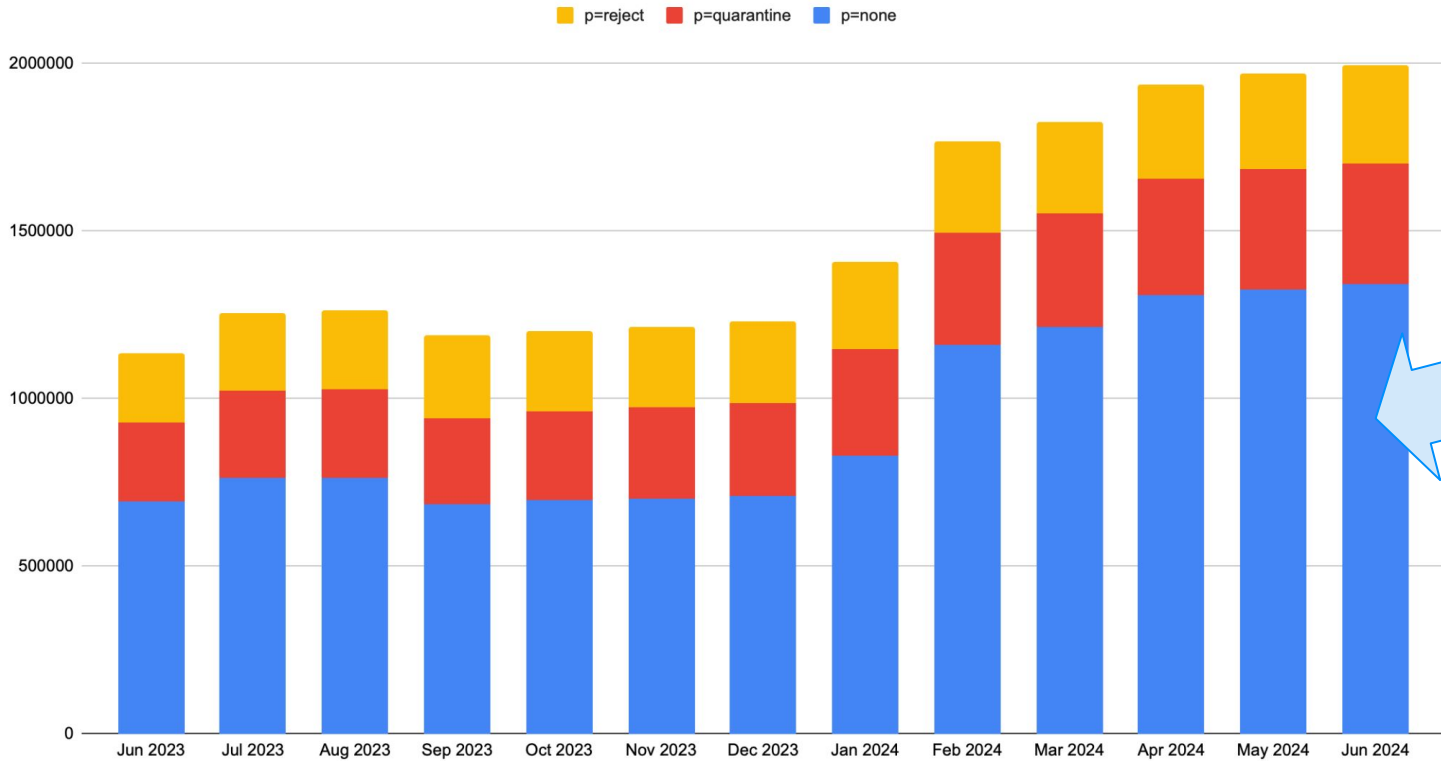
- Must re-register by August 2024. Sign-up here: <https://xnnd.com/n9pd>
- DKIM-based, double DKIM okay. **No concerns over blended domain rep so far.**
- Who else is doing double DKIM? Mailchimp, AWeber, Amazon SES + Many more.
- But if you want to be flexible, have support for a handful of secondary domains for the second DKIM signature.





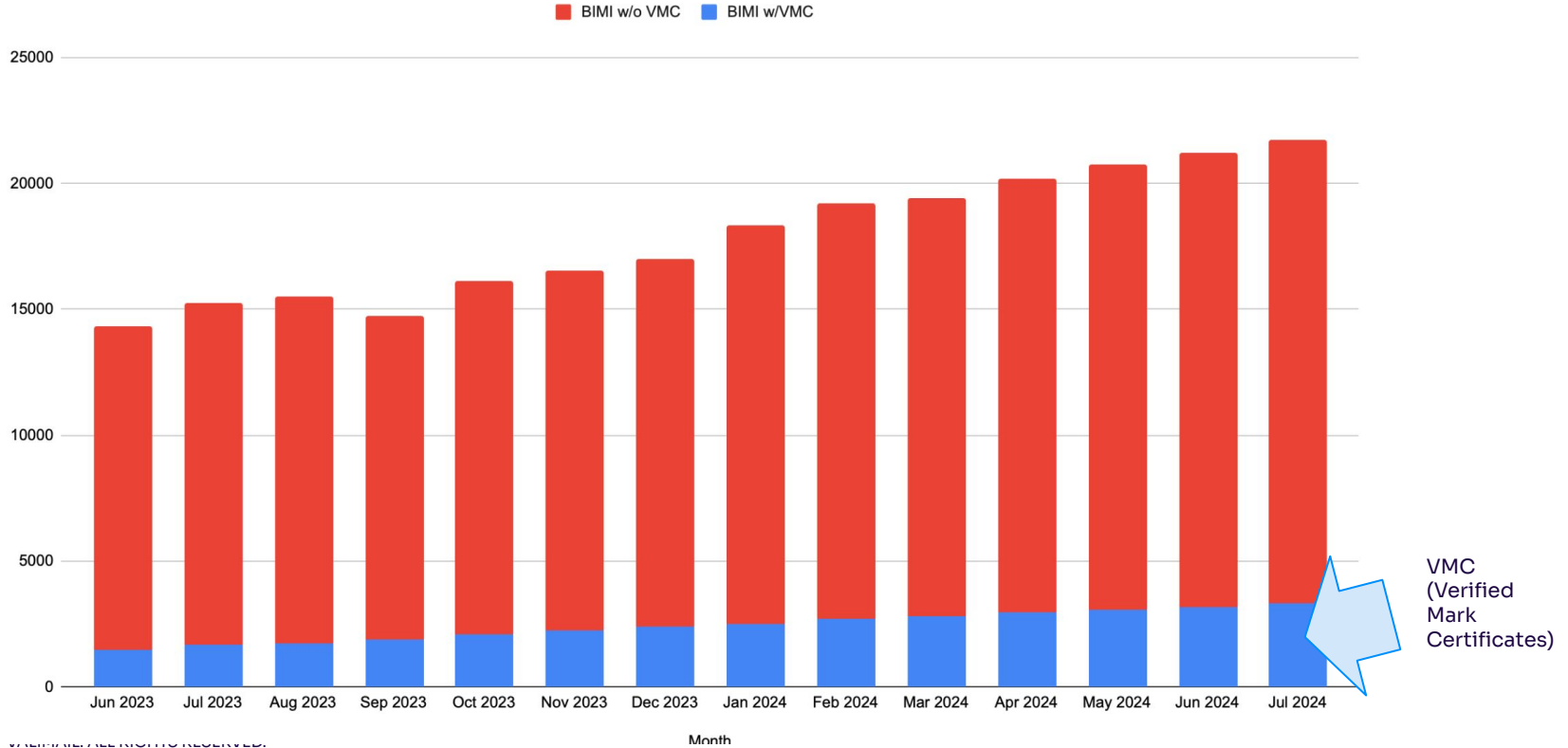
# DMARC & BIMi

# DMARC Growth (Top 10 Million Domains)



Most Growth in p=none (usually with no reporting)

# BIMI Growth (Top 10 Million Domains)



# DMARC and BIMI Challenges

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## DMARC

- Scary if you get it wrong (could reject desired mail)
- FUD around email forwarding, mailing lists, who should use it
- Tough to get marketing to be interested in a security issue

## BIMI

- Requires Trademark
- Cost of Trademark + VMC
- Complex VMC process
- No Microsoft Support
- Needs case study showing improved engagement



# But still...BIMI!





**Quick Updates on  
Nasty Things  
Happening in 2024**



# Nasty Things in 2024

## DKIM L= Exploit

DKIM's "L tag" limits signature coverage of body content, leaving mail open to bad guys to add content and re-send, passing DKIM and DMARC.

Remove L= from your DKIM config!

## North Korea Hacking

US Govt says: North Korea's targeting domains with DMARC p=none to look for spoofing opportunities to compile intelligence.

This highlights that domains with DMARC policy of p=none are NOT PROTECTED.

## Political Email

Silly season is here and it's a good reminder that while political senders are technically exempt from CAN-SPAM, mailbox provider filtering rules still apply.

Spam still gets blocked.

Don't act surprised by that.



# Open Tracking Lawsuits

# Open Tracking Lawsuits

- 12+ federal class action lawsuits filed since 2023 alleging violation of Arizona law (Ariz. Rev. Stat. Ann. § 44-1376.01.)
- At issue: Open tracking (“spy pixels”)
- Cases include:
  - Hartley v. Urban Outfitters
  - Dominguez v. Lowe’s Companies/Salesforce
  - Carbajal v. Home Depot/Validity
- Hartley is first to be thrown out.
- Read more from Mickey Chandler:  
<https://xnnd.com/6qpk>  
(spamtacular.com)

## Open Tracking Lawsuits: Hartley

As a matter of law, the Court concludes that digital records reflecting merely the dates and times at which Plaintiff opened promotional emails **she signed up to receive**, and the length of time she spent reading them, are not sufficiently personal to support a concrete injury. Like a users' keystrokes and mouse clicks upon voluntarily visiting a retailers' website, these details are **entitled to less privacy protection by virtue of Plaintiff's decision to opt into** receiving and reading the emails.

— *Memorandum Opinion, Hartley v. Urban Outfitters, Inc., No. 2:23-cv-04891 (E.D. Penn. 07/17/2024), ECF No. 17, at 13. (Cleaned up, emphasis added).*

See <https://xnnd.com/6qpk>

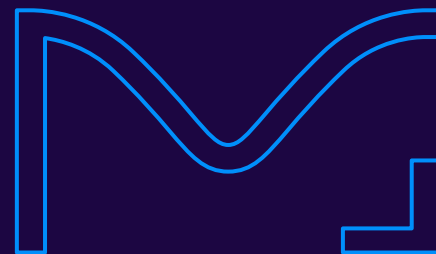
A thick, vibrant blue wavy line graphic that flows across the frame from the top right towards the bottom left, creating a sense of movement and depth. The background is a solid, dark navy blue.

# Apple Private Relay Outage

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- From 2:30 am Thursday July 25 through 11:00 pm Sunday July 28 (EDT).
- **iCloud Private Relay** intermittent issues.
- Likely affected **Mail Privacy Protection**, too.
- Many ESPs say opens were way down during this period.
- Substack confirms here: <https://xnnd.com/my91>





**New Resources to Watch**

# Resources to Watch



**Send it Right,  
a new blog by  
Lauren Meyer**

[send-it-right.com](https://send-it-right.com)



**Spamtacular, recently  
re-launched, by  
Mickey Chandler**

[spamtacular.com](https://spamtacular.com)



**It me!  
Al Iverson  
Spam Resource**

[spamreource.com](https://spamreource.com)

Bonus: **Jennifer Nespola Lantz's** ISKTBN Deliverability Blog: [blog.isktbn.com](https://blog.isktbn.com)



# Q&A / Open Discussion

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