

This is how you increase the delivery rate for your emails

The art of sending emails is not in sending, but in delivering. In order to ward off spam, the requirements for emails are becoming ever higher. If you don't meet them, **desired emails are often rejected** - even unnoticed.

We make sure that this doesn't happen to you with GTC. Our delivery servers and algorithms are optimized so that even large volumes of emails arrive. To further increase delivery, we recommend checking/making the following settings in your domain:

IMPORTANT:

These settings are not possible when sending with freemailer addresses (gmx, googlemail, etc.). Use a different sender domain for better deliverability.

1. Domain verification

a. Registration:

Log in to gtc.net with your customer data

b. Access security settings:

Click on "Security settings" under the menu item "E-Mail broadcast"

c. Check sender domain:

Select a sender address and click on "Check sender domain".

The 3 settings (SPF, DKIM and DMARC record) for your domain will now be checked.

Note:

The check is carried out for each domain. So if you have different sender addresses stored for each domain, you only need to check any one of them. If you have different domains for your sender addresses, you should check each of them.

d. Green check mark everywhere?

If you have a green check mark for each security setting, you do not need to do anything else

e. Red cross?

If you do not have a green check mark for some or all of the security settings, you should make the necessary settings - continue with point 2.

Exception DMARC:

When using the function "Let the system handle bounces" (in order to avoid receiving out-of-office assistants to the sender domain, a GTC domain is then used as the technical sender), NO DMARC entry must be set, otherwise your own emails will be marked as spam.

Note:

Are you having trouble making the following settings? We're happy to help you!

2. Storing the correct settings

a. DKIM key already generated?

Click on DKIM record – if no DKIM key is displayed, click on "Generate DKIM key" (if a DKIM key is already displayed, do not click!)

b. Settings information

Click on „Settings information“
(E-mail broadcast -> security settings)

c. Get individual information:

As a result, you will receive a "settings.txt" file to download. This contains all the information required for registering your domain in the DNS.

d. Settings in the DNS of your domain:

Make the necessary settings yourself (in the DNS of your domain via your online access there) or forward the information to your system administrator, who will do it for you.