

## **Media training support, the benefits of podcasting, more**

**Irene Chang - 30 May 2007 01:44**

*How can comms pros ensure deliverability of their e-mails?*

"In today's digital age, e-mail has become the communications tool of choice," says Ajay Goel, president of JangoMail.

"Not all e-mail messages are created equal, however," he adds. With the influx of unsolicited e-mail and spam, as well as phishing, spoofing, and other potential threats, PR pros should be knowledgeable about technologies that have been put in place to block these unwanted messages, such as SenderID, DomainKeys, and DomainKeys Identified Mail.

These three are e-mail authentication systems designed to verify both the domain of each e-mail sender and the integrity of messages sent, Goel explains. The latest authentication standard even offers a method for validating an identity that is associated with a message during the time it is transferred over the Internet, at which point that identity then can be held accountable for the message. It can validate the origin of e-mail by verifying the IP address of the sender against the purported owner of the sending domain.

"This way, communications pros can improve deliverability by sending e-mail campaigns with an e-mail distribution solution that supports them," he notes.