

思齐软件“白名单”服务

为保障到达收件箱,我们推出白名单服务。

利用思齐 Spread + 白名单(whitelist)服务提升 27% 收件箱投送率= 提升 27%的销售,在这 B2C 外贸旺季效果更明显。李嘉誠和和記黃埔旗下的 ESDLife / Couponana.com 是其中一個成功案例。

白名单主要功能:

1. LARGEST & BROADEST COVERAGE EVER 全球最大的白名單覆蓋-20 億邮箱

Certified program members gain special privileges at **over 2 billion inboxes** worldwide.

2. IMPROVED DELIVERY TO HOTMAIL, YAHOO!, 163, QQ, Sohu & MANY MORE WORLDWIDE 含全球最大的邮箱服务供应商

Certified program members receive preferential treatment at two of the world's largest ISPs - Hotmail and Yahoo! as well as hundreds of other ISPs and filtering companies. This results in higher inbox delivery rates, which is the foundation of higher response rates. Program members average a **27% lift in overall inbox delivery rates**--some get over a 40% lift. Our coverage list also includes GoDaddy, Cox, Comcast, Road Runner, Earthlink, key international domains and hundreds more. 註: 网易 163 的綠色通道亦可一并申請

3. UNBLOCKED IMAGES 图片自动打开

With email, what you see may not be what your subscriber gets. For Certified senders, images are automatically enabled at Windows Live Hotmail and Yahoo! so you can focus on optimizing your campaigns for higher response and improved subscriber experiences.

4. ACTIVE LINKS 连络也不会被封

ISPs automatically block links to protect subscribers from spam and phishing scams. As part of the network of trust, your email will be delivered with links automatically enabled. This way, you' ll never miss a click!

5. BYPASS ISP SPAM FILTERS 避过垃圾邮件过滤

In fact, hundreds of ISPs currently use our whitelist to make email filtering

decisions including Hotmail, Yahoo!, GoDaddy, Cox, Earthlink, Road Runner, Comcast and hundreds more.

6. BYPASS WEB SECURITY FILTERS 避过安全性过滤

Certified senders will experience improved email delivery at thousands of businesses that use filtering solutions from Spam Assassin and Cloudmark making this an ideal solution for not only B2C marketers but B2B marketers as well.

7. BYPASS ISP VOLUME FILTERS 避过流量限制

Certified members also benefit from **no hourly throttling limits** at Hotmail, assuring timely inbox delivery and providing the flexibility responsible email marketers deserve.

8. TRUSTED UNSUBSCRIBE

Certified members benefit from the trusted “unsubscribe” button on the Windows Live Mail interface. This allows subscribers to opt-out instead of reporting a complaint; a situation that could negatively affect your email reputation and disqualify you for email certification.

9. BYPASS CONTENT FILTERS 内容不受限制

Program members receive a beneficial initial score with SpamAssassin filtering. This enables email senders to use words and phrases that may have traditionally caused their email to be filtered. Because of your trusted status in the program, using words like “Free shipping,” “Lowest Price” or even making “Guarantees” will not impact your deliverability. Now you can focus on creating the optimal offer, survey or newsletter without compromise and with confidence that your message is delivered to the inbox.

10. REAL TIME NOTIFICATION OF MEMBERSHIP STATUS

11. PROFESSIONAL ASSISTANCE

If for some reason, your IPs have been temporarily disabled or you need help gaining acceptance to the program, our experts are ready to assist.

12. NO SOFTWARE TO INSTALL OR IT REQUIRED

13. ULTRA HIGH DELIVERY WITH LOWER CPM RATES

Depending on the amount of email you send, your CPM (cost per thousand messages) could be as low as six cents, making it a welcome solution for marketers who don't want to pay a premium just to get delivered. Plus if you are upgraded to Certified, there is no extra charge - just bigger benefits.

As a trusted sender in our program, your good reputation is certified. ISPs will get to know you and your mailstreams and have confidence in delivering your mail. If you've built a reputation based on trust, you won't have to pay dearly to benefit from it.

白名單價格 Pricing is based on your monthly email volume

Sender Class	Monthly Email Volume	One Time Application Fee (RMB)*	Annual License Fee (RMB)*
	Tier 1 < 50,000 per month or 600k per year	2000	4,400/year
	Tier 2 Up to 250,000 per month or 3MM per year	5000	13,750/year
	Tier 3 Up to 1MM per month or 12MM per year	6500	27,500/year
	Tier 4 Up to 5MM per month or 60MM per year	10,000	93,500/year
Commercial	Tier 5 Up to 10MM per month or 120MM per year	10,000	165,000/year
	Tier 6 Up to 20MM per month or 240MM per year	12,500	275,00/year
	Tier 7 Up to 50MM per month or 600MM per year	25,000	550,000/year
	Tier 8 Up to 100MM per month or 1.2B per year	35,000	825,000/year
	Tier 9 100MM+ per month	50,000	Custom Quote

备注:

- 1、MM=Million;
- 2、费用需一次性支付，申请不成功，费用可全额退回；
- 3、申请条件：邮件投诉率低于 0.1%，弹回率低于 10%；
- 4、申请周期需要 1-3 个月。