STOP SENDING MASS EMAIL FROM YOUR PRIMARY DOMAIN

PROTECT DELIVERABILITY FOR THE MESSAGES YOUR BUSINESS DEPENDS ON

Your domain has a reputation

Every mailbox provider tracks how recipients react to your email:

- **opens**
- **spam**
- **bounces**
- **deletes**
- **complaints**
- **unsubscribes**

That reputation affects future delivery

ONE Bad Campaign, Many Consequences

If a bulk send triggers bounces or spam complaints, your primary domain can start landing in spam.

That can disrupt invoices, support replies, HR messages, and vendor email.

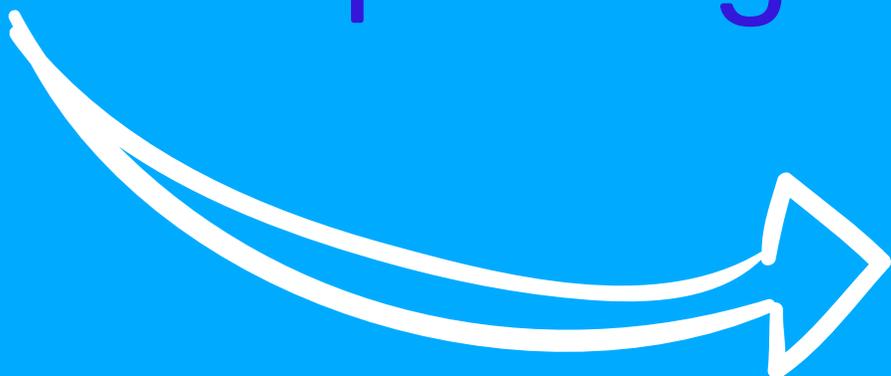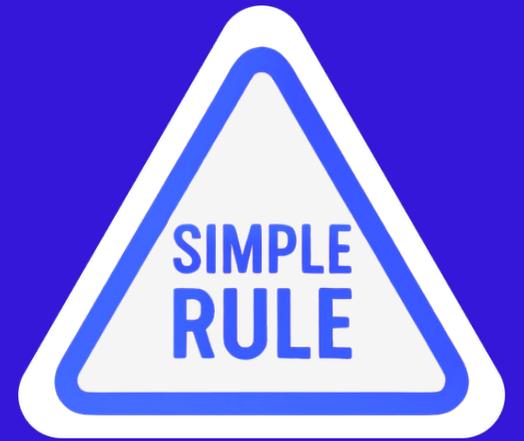# Business email is not a bulk engine

Microsoft 365 and Google Workspace are built for everyday communication

Mass email needs
bulk tooling:
- unsubscribe handling
- bounce tracking
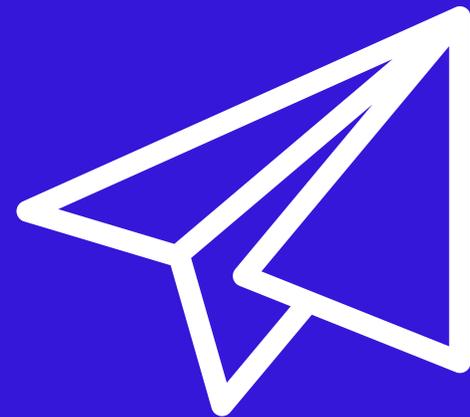- rate control
- reporting

Business email is not a bulk engine

SIMPLE RULE

For external mass email:

1 Use a dedicated bulk email platform

2 Send from a dedicated subdomain
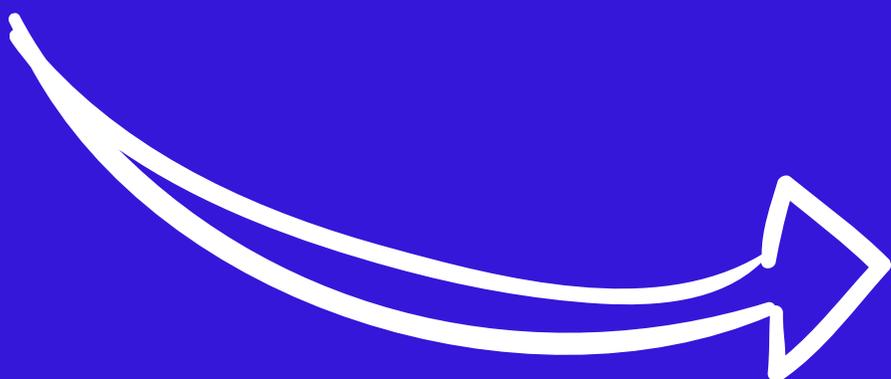
3 Authenticate it properly (SPF, DKIM, DMARC)

Use a **purpose-built** sending platform

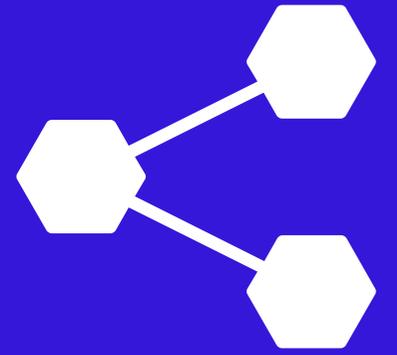## For external mass email:

- List management and segmentation

- Automatic unsubscribe handling

- Bounce and complaint processing

- Deliverability reporting

Use a dedicated sending subdomain

Example:

- ## news.yourdomain.com

  ## or

- ## mail.yourdomain.com

This helps separate bulk sending from employee mail and reduces reputation spillover
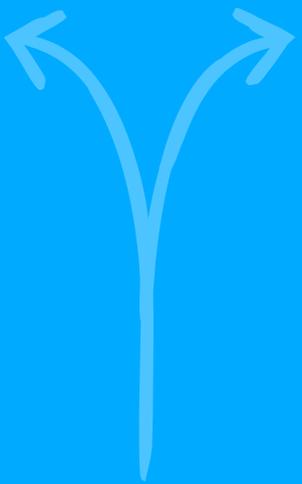
Authenticate like you mean it

Set up for the sending subdomain:

- **SPF (who can send)**

- **DKIM (message integrity)**

- **DMARC (policy + alignment)**

Authentication is table stakes for inbox placement and trust. reduces reputation spillover
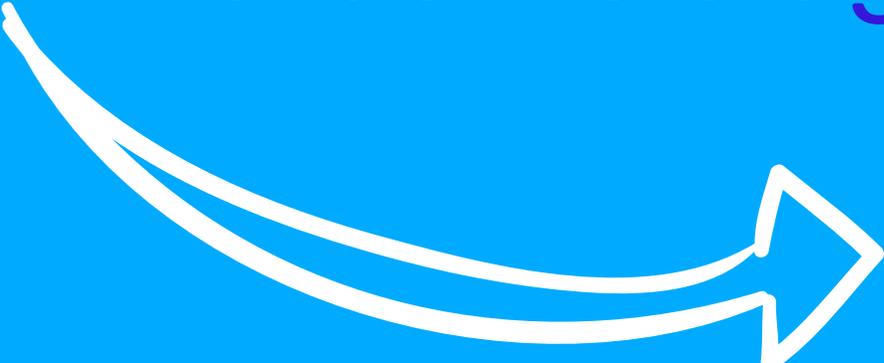
Separate your mail streams

Keep these distinct whenever possible:

- **Employee mail (primary domain)**

- **Marketing/newsletters (subdomain)**

- **Transactional mail (often its own subdomain)**

Mixing streams makes issues harder to diagnose and fix.

Warm up volume and keep lists clean

Bulk deliverability is earned over time.

- **Start with smaller sends**
- **Remove invalid addresses quickly**
- **Avoid purchased lists**
- **Watch complaint and bounce trends**

Quick checklist

- ✓ **Dedicated bulk email platform**
- ✓ **Dedicated subdomain for campaigns**
- ✓ **SPF + DKIM + DMARC configured**
- ✓ **Separate marketing vs transactional streams**
- ✓ **Ongoing monitoring and list hygiene**

Want this set up correctly?

We can configure the subdomain, authentication, and sending platform so your primary domain stays protected.

Get in touch.

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