

## **MailChimp Increases Email Marketing Deliverability Rates**

*Email marketers can now achieve higher email deliverability rates using MailChimp's Email Authentication feature.*

Atlanta, GA (PRWEB) January 15, 2008 – MailChimp announces its new [Email Authentication](#) feature to help email marketers increase email deliverability rates. MailChimp offers the new Email Authentication feature to MailChimp customers as a free add-on to their accounts.

“In the past, implementing authentication on your outbound email servers was a huge pain because you had to have access to your DNS servers and upload complicated files for your [email marketing campaigns](#),” said Ben Chestnut, Co-Founder of MailChimp. “Previously, if you did not have the IT staff or an ISP that provided this kind of access, it was nearly impossible to get it done. Now all you have to do is check a little box in MailChimp to turn on Email Authentication.”

MailChimp customers with a [mailing list](#) containing 10,000 emails or higher are ideal candidates for using the Email Authentication feature. The feature adds an additional sender's line to email headers to help legitimize emails, thereby reducing the chances your email will look like a “forgery.” Campaigns will pass DKIM, Domain Keys, SenderID, and SPF authentication measures.

“If you have a very large email list, your campaigns are a lot more likely to get blocked or ‘throttled’ by major ISPs like AOL, Yahoo, Hotmail, and Gmail,” said Chestnut. “In general, Email Authentication makes your emails look a little more trustworthy and we have seen it help MailChimp customers increase their [email delivery](#) rates and get past some of the strictest spam filters.”

MailChimp's Email Authentication feature can be turned on per campaign so email marketers can test the feature as often as they like. MailChimp has created a web page explaining Email Authentication basics, how it works, and why customers should implement the feature at [http://www.mailchimp.com/resources/email\\_authentication.phtml](http://www.mailchimp.com/resources/email_authentication.phtml).

### **About MailChimp**

MailChimp, a leading do-it-yourself email marketing service, provides tools to over 15,000 small businesses, design agencies, non-profits, restaurants, and e-Commerce organizations worldwide. Customers can create professional, eye-catching [HTML emails](#) in minutes with easy-to-use web based tools. MailChimp offers a 30-day free trial with two affordable pricing programs: monthly and pay-as-you-go. The Atlanta, GA based company provides top-notch tools for email marketers to easily send, track, and improve their email marketing efforts.

To learn more about MailChimp, visit <http://www.mailchimp.com>.

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