Matrix email

Keys to successful delivery

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The Email Must Go Through

As most REALTORS® know, sending listing information by email is a core function of multiple listing platforms like Matrix™. But the fast, reliable delivery of email to you and your clients doesn't just happen magically. Constantly changing consumer protection laws and Email Service Provider (ESP) policies make successful email delivery a moving target that requires CoreLogic to plan carefully and adapt quickly. This document describes the things we do—and the things you can do too—to help make sure the mail gets through.

Best Practices in Matrix™

CoreLogic implements a variety of industry best practices in Matrix™ to comply with anti-spam legislation in the U.S. and Canada and to mitigate the risk of service providers blocking Matrix™ email as spam. These measures include:

- **Opt-in**: A new Auto Email is not activated until the client clicks the View Listings link in the initial Auto Email notification. Until this opt-in link is clicked, the Auto-Email will not send any additional notification messages.

- **Limits**: In most Matrix™ systems, users have a set limit on active Auto Emails. This discourages Matrix™ users from using Auto Email for mass email campaigns, or unintended purposes.

- **Unsubscribe**: Every Auto Email notification includes an unsubscribe link. When unsubscribing, clients can unsubscribe from a particular Auto Email, agent, or the entire Matrix™ system. This gives clients fine-grained control over what they receive from Matrix™.

- **Re-subscribe**: To re-subscribe to Matrix™ emails, the client must send a blank email from the unsubscribed email address to optin.tul@matrixemailer.com.

- **Spam notification**: If a client marks a Matrix™ email as spam/junk, a notification is sent to the Matrix™ user who sent the message so they can follow up with that client. Matrix™ will also display a warning to other Matrix™ users who subsequently try to email the same consumer.

- **DomainKeys Identified Mail (DKIM)**: DKIM is an authentication method designed to detect forged sender addresses (spoofing). In Matrix™, DKIM email signing makes it possible to show the agent's reply address in the "From" field of an email (e.g., "postmaster@Matrix™emailer.com on behalf of agent@address.com"). This is a vital compliance feature that prevents Matrix™ email from being misidentified as spam.

- **Bad address tracking**: Emails that can't be delivered are placed in a Bad Message Queue. Matrix™ will warn users who try to use these addresses that they may not be valid.

A Moving Target

Service providers are continually changing the rules around sending and receiving emails, which means CoreLogic must constantly update its practices as well. And while we have a good working relationship with Google and other service providers, we have very little influence over the algorithms and processes they use to identify spam and malicious email. That said, CoreLogic has lobbied service providers to accommodate our specific use cases in the past and will continue to do so whenever delivery challenges arise.

Safelisting Emails

Despite our best efforts, Matrix™ emails are sometimes misidentified as spam and wind up in a client's junk mail folder. Fortunately, all ESPs provide a way to "safelist" emails so that future messages from the sender are not flagged as spam. We've provided instructions below on how to do this for several popular service providers and applications. (Services not mentioned will offer similar methods.)

Gmail

1. Open an email from the sender you want to safelist.
2. Hover over the sender's name in the top left corner of the message.
3. Click Add to Contacts.

Apple Mail

1. Click [email address] in the header of the email from the sender you want to safelist.
2. Click Add.

Yahoo! Mail

1. Open an email message from the sender you want to add to your address book.
2. Click Add to contacts next to [email address].
3. On the Add Contact popup, enter any additional information.
4. Click Save.

Microsoft Outlook 2003

1. Open the email message from the sender you want to add to your address book.
2. Right-click "Click here to download images" in the gray bar at the top of the message.
3. Click Add Sender to Senders Safe List.

Microsoft Outlook 2007

1. Right-click the email from the sender you want to safelist.
2. Click Junk E-mail.
3. Click Add Sender to Safe Senders List.

Microsoft Outlook 2010

1. Click the Home tab.
2. Click Junk.
3. Click Junk E-mail Options.
4. Click Safe Senders.
5. Click Add.
6. Enter [email address] and any additional information.
7. Click OK.

Outlook Live (Hotmail)

1. Open an email from the sender you want to safelist.
2. Click the sender's name.
3. At the bottom of the popup, click Add to Contacts.

Mozilla Thunderbird

1. Click Address Book.
2. Make sure Personal Address Book is highlighted.
3. Click New Card.
4. On the Contacts tab, enter [email address] and any additional information.
5. Click OK.

Mac Mail

1. Click Address Book.
2. Click File.
3. Click New Card.
4. Enter [email address] and any additional information.
5. Click Edit to finish.

NetZero

1. Click the Address Book tab on the top menu bar.
2. Click Contacts.
3. Click Add Contact.
4. Enter [email address] and any additional information.
5. Click Save.

Comcast

1. Click Preferences from the menu.
2. Click Restrict Incoming Email.
3. Click Yes to Enable Email Controls.
4. Click Allow email from addresses listed below.
5. Enter [email address] you want to safelist.
6. Click Add.
7. Click Update.

Earthlink

1. Click Address Book.
2. Click Add Contact.
3. Save [email address] as a contact.
4. Click Save.

AOL Mail

1. Click Contacts in the right toolbar.
2. Click Add Contact.
3. Enter [email address] and any additional information.
4. Click Add Contact.

Troubleshooting Undelivered Email

If you create an Auto Email in Matrix™ but your client does not receive it, you can follow the steps below to try to resolve this issue.

Step 1: Verify the email address in the Auto Email

Ensure you entered the client's email address correctly by going to My Matrix™/Auto Emails. Click the contact name to view the address. If it's incorrect, click Edit Contact.

Step 2: Check if your client has unsubscribed from Auto Emails

If your client has unsubscribed from Auto Emails, you will see a red exclamation point next to the contact in My Matrix™/Auto Emails—if you hover over it, it will say "Disabled by Client." Your client will need to resubscribe to continue receiving Auto Emails.

Step 3: Move the email to the inbox

If the Auto Email message went to the spam or junk mail folder, your client should drag it to the inbox. Messages in the junk mail folder are typically deleted after a few days.

Step 4: Ensure future Auto Emails go to the inbox

To ensure future Auto Emails go to your client's inbox instead of the spam folder, the client must safelist the Auto Email's address. To do this, follow the Safelisting Emails instructions above for the appropriate service provider or application.

The Gmail Promotions Tab

Gmail introduced a separate Promotions inbox tab to help improve email deliverability and decrease spam complaints. Gmail classifies emails as "Promotions" based on a constantly changing algorithm that analyzes sender information, email content, and recipient engagement. Matrix™ emails may be delivered to Gmail's Promotions tab instead of the Primary inbox tab.

The good news is that many people disable the Promotions tab, and those who use it check there frequently for emails from their favorite stores, blogs, newsletters, etc. Engaged clients will know to check the Promotions tab to find your emails.

Ultimately, it's up to the Gmail user to decide which emails go where, but if you *really* want your emails to be delivered to the Primary tab instead of the Promotions tab, ask clients to add your email's reply address to their contacts—emails from a contact should always go to the Primary inbox tab. In Gmail, they can do this by hovering over the sender's name and selecting "Add to Contacts."

You should also try to:

- Personalize your emails and address clients by name.
- Avoid spammy words and tactics in your subject line (all caps, promises, urgency, jargon, etc.).
- Eliminate spelling and grammar mistakes.

A Promising Alternative: Text Message Notifications

Delivering listing information by email faces a variety of challenges that will not be going away any time soon. These challenges can be particularly frustrating in hot markets where consumers demand reliable instant notification of new listings.

As an alternative, CoreLogic is developing solutions that will enable texting for Auto and Direct Emails, eliminating the risk of notifications being blocked or flagged as spam. We plan to make this functionality available to Matrix™ customers in 2021.

About CoreLogic

CoreLogic (NYSE: CLGX), the leading provider of property insights and solutions, promotes a healthy housing market and thriving communities. Through its enhanced property data solutions, services and technologies, CoreLogic enables real estate professionals, financial institutions, insurance carriers, government agencies and other housing market participants to help millions of people find, buy and protect their homes. For more information, please visit corelogic.com.

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