

Hurricane® MTA New Features

An Overview of the New & Powerful Features Added in 2009

Boost your Deliverability with Feedback Loop Processing

Hurricane MTA Server can help you increase deliverability by removing the complainers from your list quickly and easily. A new feedback loop report shows you your complaint activity in real-time. Integration with the Hurricane MTA Server event-driven API enables you to automatically flag these addresses in your application or database in real-time!

Protect your Reputation with Automatic Suppression Lists

Hurricane MTA Server's new automatic suppression lists dramatically increase your deliverability by automatically blocking email to addresses which have previously hard bounced and automatically blocking email to any recipient which has previously complained about one of your mailings.

Two things which will kill your deliverability are: 1) repeatedly sending to invalid addresses, and 2) sending to people who have previously complained about your email. Imagine how deliverability will soar when Hurricane MTA Server takes charge and ensures that neither of these things will ever happen again!

The new suppression list feature harnesses the power of the advanced bounce processing and feedback loop handling technologies in Hurricane MTA Server. By automatically maintaining lists of all hard bounce addresses, and addresses associated with feedback loop complaints, Hurricane MTA Server can automatically suppress redelivery to those same addresses, protect your reputation and catapult your deliverability to new heights.

IP Tagging & Warmup

Each IP on Hurricane MTA Server can now be tagged with a user defined id/tag which can be used to classify IP addresses. This opens up some powerful possibilities. For example, you could tag certain IPs according to their reputation (or lack of) and then build delivery/throttling rules targeted towards those specific groups of IPs. This could easily be used to warm up new IP addresses, and much more. Create as many tags as you want to group IPs, and then apply delivery throttling rules to those IP groups in any way you choose.

Since each Hurricane MTA Server account can serve more than one IP, you can have multiple IPs with different tags assigned to the same account and the server will automatically apply the correct delivery rule / throttling to the IP being used. This makes it possible to have multiple IPs with different reputations, each serving the same account, but being throttled individually.

*Running an on-premise email delivery server does not have to be a management headache.
The features in Hurricane MTA Server are designed to ease administration and boost deliverability.*

The new delivery intelligence in Hurricane MTA Server now makes it easier than ever to run an on-premise SMTP server and still be assured of the highest deliverability possible.

Protect your Email Reputation with New Dynamic Block Rules

Protecting your email reputation can be a challenge, yet it is critical to successfully delivering marketing or transactional email. A large part of protecting your reputation includes honoring the requirements of a seemingly infinite number of ISPs. So what is an emailer to do?

The new Dynamic Block Rules in Hurricane MTA Server provide an easy and automatic solution to protecting your reputation by automatically, temporarily suppressing delivery at the request of an ISP.

Dynamic Block Rules are a new part of Hurricane MTA Server's Delivery Rule system. Hurricane MTA Server's Delivery Rules enable traffic shaping to specific ISPs. The new Dynamic Block Rules are a subset of each Delivery Rule. The Dynamic Block Rule system scans ISP responses for known codes and text which indicate that the ISP wants you to pause or alter your sending. The Dynamic Block System then automatically alters delivery to that ISP for the time period specified in the block rule.

Smart Delivery Rules Are Now Smarter & Easier Than Ever

Dynamic Block Rules are now included with our pre-configured, traffic-shaping Smart Delivery Rules. Now, protecting your reputation with precise throttling is easy and automatic. Smart Delivery Rules can now be updated easily from within the Hurricane MTA Server interface. With just a click you can import the latest throttling and traffic shaping rules from our evolving database of ISP rules.

SSL Support

Hurricane MTA Server now supports SSL for outbound connections which can be enabled/configured on a per-domain basis. Using SSL for outbound connections is required in certain circumstances for regulatory or policy compliance, usually in B2B mailings. For example, some institutions that deal with sensitive data (i.e. healthcare, financial) may require that all mail into their domain be sent over an SSL channel.

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www.socketlabs.com
sales@socketlabs.com
800-650-1639 / +1-484-418-1285



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