postmastery
emails, delivered.

CCM Benchmark GROUP

Deliverability & monitoring Postfix Logs

At Postmastery, we frequently discuss our services and tools with our clients to make sure we stay 100% in sync with their needs. In this case study, we share a talk with **Yves-Marie Le Pors-Chauvel**, Email Product Manager at Groupe Figaro CCM Benchmark in France. The main topic is Postmastery's Delivery Analytics and how this tool helps him maintain and optimise email deliverability and their Postfix MTA.

1/ Could you please describe CCM Benchmark and your activities related to email (context, technologies, email volumes etc.) in a few words?

CCM Benchmark Group publishes a lot of websites including CCM / Comment ça Marche, Linternaute.com, Journal des Femmes, Journal du Net, Hugo L'Escargot, Copains d'Avant, Viadeo. We send around a billion emails every year. All these mailings are divided between the editorial newsletters of our sites and the transactional emails to the various services that we can offer. We have always used Postfix as an MTA to carry out our mailings.

2/ Could you please describe your initial needs/ challenges regarding deliverability management?

We have a relatively small number of IPs (less than 70) distributed by pool according to the different sites. However, we did not have a central monitoring tool with an alert system to inform us quickly in the event of an anomaly so that we could take action. Further, some of the tools we were using were not email oriented and gave us a lot of work. Our service emails did not go through our platform which was linked to editorial newsletters so we had a limited overview of this part of our activities.

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Delivery Analytics

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Specialist in Email Infrastructure, Analytics & Deliverability

Postmastery helps legitimate email senders to be recognized as trustworthy senders to ensure email delivery to inboxes.

The world-wide client base includes email service providers (ESPs), marketing agencies and other professional senders like: Adestra, Moosend, Microsoft, Wix.com and Booking.com.

Postmastery is global channel partner of Sparkpost in providing PowerMTA licenses, integration services, local support and delivery optimization services.

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**3/ Could you please tell us how Delivery Analytics/ Postmastery's consultancy services assisted you with deliverability management? What were the top three points of added value?
Are there any missing components?**

Delivery Analytics allowed us to better process our Postfix logs in real time and therefore to better analyse our issues. We were thus able to review our priorities to focus on our real needs and not on our false issues. The major plus points are the 30 day history, the option of exporting all the elements in CSV and, in particular, the filtering capacity which allows us to analyse any anomalies that may arise. What we lack today are the ability to customise alerts, to have alerting on deferred and to be able to manage different levels of access to data depending on who connects.

4/ Could you please share a few before/after metrics related to your email deliverability and results in terms of delivery performance, efficiency etc.?

What we see most is that we can identify operator blockages and, above all, analyse the causes much more quickly. This generally allows us to have more rapid exchanges with ISPs and to provide them information on false positives so that we can obtain releases quickly. Above all, we can now identify the single IP within a whole dedicated pool which is encountering anomalies. We then know if we need to temporarily remove an IP so that it does not slow down the sending of news.

If you like to talk further about this topic,
or need general information, contact us at:
info@postmastery.net or visit our website:
www.postmastery.com