

We already jumped through quite some hoops to get mail delivered. Followed all their links, tips and advice. Nothing helped. So we went on the conquest to get one question answered:

Why is x.x.x.x/24 on a blacklist. Here we go.

Filled out the form on https://support.microsoft.com/nl-nl/getsupport?oaspworkflow=start_1.0.0.0&wfname=capsub&productkey=edfmsbl3&locale=nl-NL&ccsid=636413239845647912

Got the default response with the “we use a smartscreen filter” and “Here are some specific recommendations for you to consider:”

The hoops. But we replied (yes finally got an email that you could actually reply on) and asked: Why is x.x.x.x/24 blacklisted.

The answer in Dutch:

--- Original Message ---

From : WINLV.EDFS.WW.00.NL.MSF.RMD.TS.T01.SPT.00.EM

Sent : Tuesday, September 19, 2017 12:52:22 PM UTC

To : support@tuxis.nl

Subject : Gemeld probleem van afleverbaarheid aan Outlook.com SRXxxxxxx

Beste xxxxx

We hebben extra informatie nodig om de IP-adressen die u bij ons systeem hebt ingediend te onderzoeken:

IP-adres/IP-bereik

x.x.x.x/24

Gebruik het formulier voor Extra informatie over afleverbaarheid op

<http://go.microsoft.com/fwlink/?LinkID=614866&clcid> om meer gegevens over uw probleem en de manier van verzenden te leveren.

Het is heel belangrijk dat u via dit formulier nauwkeurige en volledige informatie levert, zodat wij het probleem kunnen onderzoeken.

Met vriendelijke groet,

Support Service Afleverbaarheid Outlook.com

Beantwoord dit e-mailbericht niet, want het is afkomstig van een onbeheerde mailbox. Antwoorden op dit e-mailbericht worden niet beantwoord of doorgestuurd. Deze service wordt alleen gebruikt voor uitgaande mail en kan niet reageren op vragen.

It is in Dutch. Basically: We need more information, fill out the form. At this stage? What information. Anyway, filled out the form.

The response on the 19th:

Hello,

My name is xxxxxx and I work with the Outlook.com Deliverability Support Team.

We have reviewed your IP(s) (x.x.x[128-255]) and determined that messages are being filtered (i.e. sent to the Junk folder) based on the recommendations of the SmartScreen® Filter.

Email filtering is based on many factors, but primarily it's due to mail content and recipient interaction with that mail. Because of the proprietary nature of SmartScreen® and because SmartScreen® Filter technology is always adapting and learning more about what is and isn't unwanted mail, it is not possible for us to offer specific advice about improving your mail content. However, in general SmartScreen® Filter evaluates specific words or characteristics from each e-mail message and weights them, based on their likelihood to indicate that a message is unwanted or legitimate mail.

Unfortunately, after reviewing the information you provided and in compliance with our mail policies, we are unable to offer immediate mitigation for your deliverability issue. However, we have some specific recommendations for you to consider that can help you to improve deliverability over time.

Here are some specific recommendations for you to consider:

Brand your mail

Ensure mails are cleanly formatted and clearly identifiable as originating from your service.

Follow content and formatting best practices

There are numerous Internet resources which offer advice and best practices, we recommend you refer to these resources for assistance creating well formatted and more deliverable email.

Highlight Opt In

Clearly mark your emails so that Windows Live Outlook.com customers are able to identify that they requested or subscribed to emails from your service.

Ensure your email lists are up to date

Remove those who do not want to receive the emails and consider making the unsubscribe process more visible to ensure you are only delivering mail to interested recipients.

Join the Junk Mail Reporting Program (JMRP)

We believe that your recipients are the best indicator that the email you are sending is wanted. The JMRP program allows you to see which of your emails Outlook.com users have marked as junk or unwanted mail. Reviewing the results in JMRP will provide to the most direct information on what characteristics of your email, customers, and ultimately SmartScreen®, consider to be unwanted. This helpful feedback mechanism allows you to ensure that mails being sent from your IP are not resulting in negative feedback that could impact your sending reputation. Being vigilant about users who mark your e-mail as unwanted or the types of messages that are being marked as unwanted can help you keep mailing lists updated with only interested users and modify future campaigns. In addition, monitoring user complaints can help you identify unintended mail traffic or detect a potentially compromised account sending unwanted mail to your customers. Enroll at <https://postmaster.live.com/snds/JMRP.aspx?wa=wsignin1.0>.

Join the Smart Network Data Services program (SNDS)

The SNDS program provides data about traffic seen originating from your registered IP, such

as mail volume and complaint rates. The data is built from the log files of the inbound mail machines and other servers at Outlook.com and Microsoft and represents factual information about the traffic from your mail servers to Outlook.com users. For more information about this free program refer to <https://postmaster.live.com/snds/FAQ.aspx>. To register, please go to <http://postmaster.msn.com/snds/>. (Tip: As part of the enrollment process, you are asked to sign the JMRP program agreement and then send a response to Support indicating that it has been signed. It's not uncommon for that step in the enrollment process to be missed.)

We encourage you to take an active role in managing your email practices and infrastructure. The SmartScreen® filter is not static and it is possible to improve deliverability over time. Implementing and maintaining email best practices such as those described above can help. We also encourage you to download and apply the industry best practices found in our [Outlook.com Enhanced Deliverability](#) white paper.

Sincerely,
Divakar

For more information about our Mail policies, please refer to the following [link](#).

This mail outlines and refers to some best practices for sending to Outlook.com; however Microsoft makes no guarantees on delivery to Hotmail/Live/MSN/Outlook.com customers.

That looks a lot like the default, in this stage, useless answer.

The 19 th we receive the following mail also, out of the blue:

Hello,

My name is xxxxxx and I work with the Outlook.com Deliverability Support Team.

We will be looking into this issue along with the Escalations Team for the IP address (x.x.x.x). We understand the urgency of this issue and will provide an update as soon as this is available. Rest assured that this ticket is being tracked and we will get back to you as soon as we have more information to offer.

Thank you for your patience.

Sincerely,

Divakar
Outlook.com Deliverability Support

Wow, someone is looking into the issue. It is important en urgent. Yess!

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10 days later. No response.

Let's mail:

Hi XXXXX,

You wrote:

Recent activity coming from your IPs (X.X.X.X.[0-52], x.x.x.[54-127]) has been flagged by our system as suspicious, causing your IP to become blocked.

The biggest question is: Why?

JMRP SNDS and the SSCM to not explain why mails that are NOT spam are flagged suspicious. They are marked red.. but it is not spam.. so no idea why they are marked red.

That is the real problem here. There is nothing we can do. spf, dkim, neat mailbodies etc etc. all checked and OK.

Your customers keep complaining that they do not receive legitimate e-mail. Whitelisting in their addressbook does not help. Your servers deny the mails since a server in this range is marked suspicious for no reason.

And the answer is:

Thank you for contacting Microsoft Technical Support. The service request has been archived due to inactivity. If you still require assistance, please contact us via support.microsoft.com or 1-800-Microsoft.

So, we can start over... this was already the second time we called and got send back to the start.

And we all had to do that because Microsoft tells the sender to ask their mailman why the Microsoft taped their mailbox shut. And Microsoft will not or can't tell why.