

# A Conversation With Spamhaus



ESPC Fall Member Meeting - October 29, 2024

# Meet The Panel



**Andrew Barrett**  
Head of Policy &  
Engagement  
@Spamhaus



**Tom Bartel**  
SVP Data,  
@Validity

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# Conversation Topics

- Brief Background - What is Spamhaus?
- Observations on the State of Email
- Outlook For Holiday Sending 2024
- Sender & Reputation Provider Dynamics
- What's New On the Horizon?
- Q&A





## Introduction to Spamhaus

- Spamhaus' role in email
- Understanding reputation management
- Blocklist overview
- Importance of deliverability





## Thoughts on Reputation

- Infrastructure Reputation vs. Recipient Reputation
- Two Broad Categories of Trap Data
  - ◆ Full Message Trap Data
  - ◆ SMTP Connection Data
- Myth or Reality: Do Traps Open Messages?





## Outlook on Holiday Sending 2024

- US National Election Impact
- Local Election Factors - Smaller Entities Stirring the Pot
- Possible Nation State Interference
  - ◆ Serbian Issue Spammers

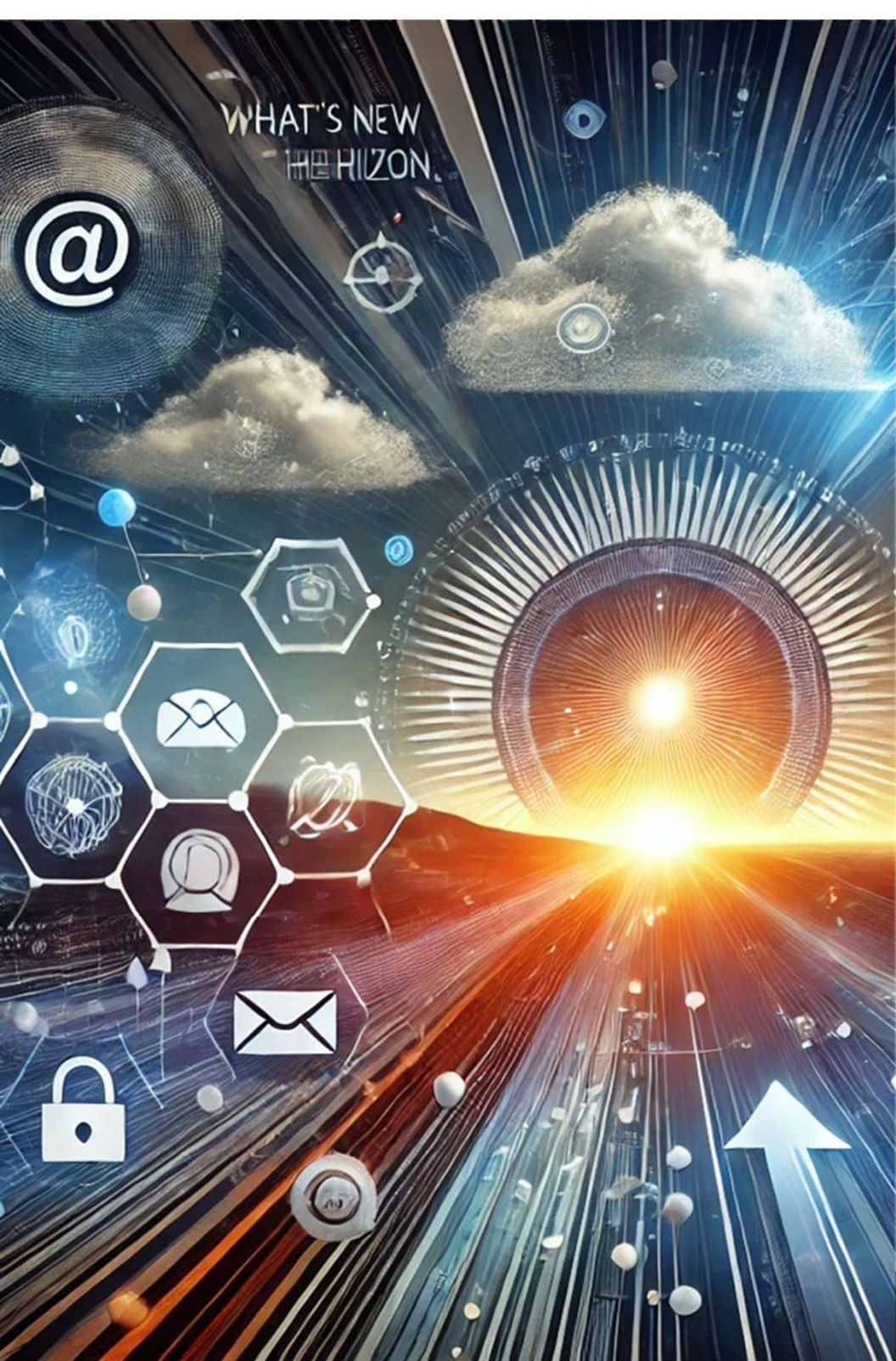




## Senders and Reputation Providers

- Spamhaus Accessibility & Collaboration in Ecosystem Increasing. Why?
- Exploring Consultative Reputation Services
- Collaborating with Partners like Validity





## What's New on the Horizon?

- Court Ordered vs. Court Directed Notices
  - ◆ What qualifies?
- We Recommend ESPs Require List Hygiene
- M3AAWG Best Practices for Sending Mandated Emails to Large Audiences
- Validity Offers Certification for Mandated Mail

# Questions







# Thanks

For additional questions please email:  
[tom.bartel@validity.com](mailto:tom.bartel@validity.com)



# Strategies for Effective Holiday Sending in 2024



Maximizing Impact and Engagement Through Thoughtful Gifting Approaches