



# Yahoo Feedback Loop

September 13<sup>th</sup>, 2024

# Agenda

- What is the difference between JMRP, YFBL, JMRP & Yahoo Senders Hub
- Who needs it?
- What is the enrollment process?
- Does it integrate into Everest?



# JMRP, Yahoo Sender Hub and YFBL

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*Similarities and differences*

# JMRP

- Outlook.com offers email senders two services for feedback on their mail:
  - Smart Network Data Services (SNDS)
  - Junk Mail Reporting Program (JMRP)
- These services need dedicated IP addresses. In shared IP environments, your ESP manages this for you.
- To verify IP ownership, emails are sent to addresses associated with the IP.
- An algorithm automatically chooses these authorization addresses. For selected addresses, they'll send an authorization link.
- Once links are clicked and authorized, access is granted to the data for the associated IPs in SNDS and JMRP messages will be sent to the "Complaint feedback email address:"

Outlook.com Sign out

### Smart Network Data Service

- View Data
- View IP Status
- Request Access
- Access Control
- Edit Profile
- FAQ
- Junk Mail Reporting Program

## Join SNDS and JMRP

Smart Network Data Services (SNDS) and the Junk Mail Reporting Program (JMRP) are two services Outlook.com provides for email senders to receive feedback on their mail. SNDS provides an overview of your IP addresses, and shows relevant statistics like approximate inbox rate, complaint rate, and trap hits. JMRP lets you set up a feedback loop, so you can receive copies of messages Outlook.com users mark as junk. To join SNDS and JMRP, please enter your IP addresses and complete the form below. After authorizing your access to these IPs, you will be enrolled in both programs.

### Basic information

Company name:	<input type="text"/>
Contact email address:	<input type="text"/>
Complaint feedback email address:	<input type="text"/>
Complaint format:	<input checked="" type="radio"/> ARF <input type="radio"/> Attachment <input type="radio"/> Original Message
Max complaints to send per IP per day:	<input type="text" value="100000000"/>
Max complaints to send per day, across all IPs:	<input type="text" value="100000000"/>

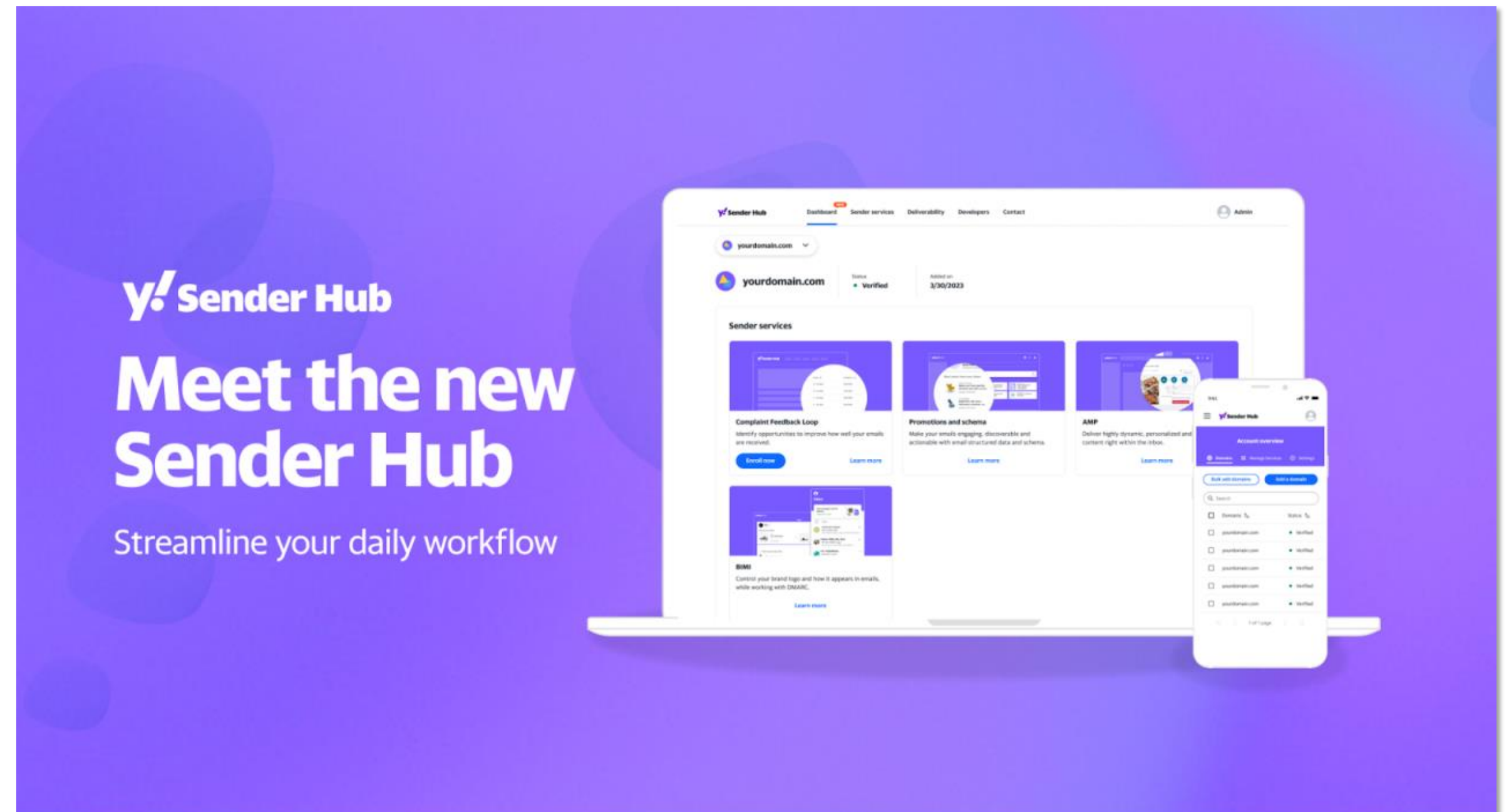
### IP Addresses

To add IPs, please enter one IP range in the form below.

Networks	Authorization Status
Ip address or range: <input type="text"/>	Examples:
<input type="button" value="Add New Network"/>	<ul style="list-style-type: none"><li>• 1.2.3.4/24</li><li>• 1.2.3.0 - 1.2.3.255</li></ul>

# Yahoo Sender Hub

- A newly introduced platform to assist email senders in managing their email activities.
- Launched in May 2024, it provides tools for bulk email senders and enhanced visibility into Yahoo specific data.
- The only active “tool” is the Complaint Feedback Loop but there are links that promote “Promotion and Schema” (annotations), AMP for email, and BIMi.
- Senders can manage multiple domains from a single interface, it is not IP based!
- Domain ownership is verified by publishing a DNS record, just like Google Postmaster Tools.
- The dashboard offers education into email performance and best practice information, allowing senders to refine their strategies.



[Postmaster @ Yahoo & AOL – It’s here! Meet the new Yahoo Sender Hub Dashboard \(yahooinc.com\)](https://yahooinc.com)

# YFBL

- Yahoo's Complaint Feedback Loop (CFL or YFBL) tells senders when recipients mark their emails as Spam.
- YFBL works exclusively with DKIM-signed emails, making it a domain-based service. Senders must sign their emails with DKIM.
- When a message signed with a DKIM key is marked as spam, and the sending domain is enrolled in the CFL program, Yahoo sends a report to the registered address in the Abuse Reporting Format (ARF).

**Complaint Feedback Loop**

Identify opportunities to improve how well your emails are received.

[Manage CFL](#)

Status	Enrolled on
Enrolled	12/12/2022
Enrolled	12/12/2022
Enrolled	12/12/2022
Enrolled	12/12/2022
Enrolled	12/12/2022
Enrolled	12/12/2022
Enrolled	12/12/2022



# Who needs it?

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# Stop, Drop and Roll!?

- While free, its main benefit currently lies in managing CFL enrollment. It's significantly less comprehensive than Google Postmaster Tools.
- Many ESPs are proactively ensuring their clients meet the new Yahoo Sender Hub requirements by automating the registration process.
- However, adding and verifying a sending domain requires a DNS record update. This technical step often poses challenges for marketers who may not understand the process or know who to contact for assistance.
- Some ESPs may require their clients to take action and sign up for YFBL themselves, especially when the client controls the DNS records instead of the ESP.

**Sender Hub** Dashboard Sender Features Deliverability Developers Contact

outro.email

outro.email Status **Verified** Added on **July 15, 2024**

### Sender Services

- Complaint Feedback Loop**  
Identify opportunities to improve how well your emails are received.  
[Manage](#) [Learn more](#)
- Promotions and schema**  
Make your emails engaging, discoverable and actionable with email structured data and schema.  
[Learn more](#)
- AMP**  
Deliver highly dynamic, personalized and actionable content right within the inbox.  
[Learn more](#)
- BIMI**  
Control your brand logo and how it appears in emails, while working with DMARC.  
[Learn more](#)

### What's new

- CFL Reporting Fixed** August 9, 2024  
By Clea Moore, Principal Product Manager  
Complaint reporting via our Complaint Feedback Loop service is back to normal, after a recent blip.
- Seeing a spike in complaint reports?** August 7, 2024



# Reasons to Enroll in Y! Sender Hub and YFBL

- Existing CFL users must enroll in Sender Hub and re-enroll in YFBL to avoid losing access to valuable complaint data after the old Yahoo CFL service discontinues (happened on August 1, 2024).
- Bulk senders using an in-house email system and processing ARF complaints directly should prioritize enrollment to maintain their feedback loop.
- Even if the sender uses an ESP that handles YFBL enrollment automatically, it's crucial to familiarize with Sender Hub and proactively monitor your deliverability.
- Senders should analyze mailbox provider grouped complaint data from their feedback loop by grouping complaints by domain and tracking their evolution over time.
  - A decrease in incoming complaints from Yahoo-managed addresses (compared to the average before August 1st) strongly indicates a broken FBL reporting system and unprocessed complaints.



# What is the enrollment process?

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*I enrolled with Y! Sender Hub and YFBL so you don't have to.*

# Y! Sender Hub Enrollment

The screenshot shows the 'Account overview' page with a navigation bar containing 'Domains', 'Manage Services', and 'Settings'. A modal dialog titled 'Add DKIM Domain' is open. The dialog contains the following text: 'To enable Yahoo Sender services and allow access to your domain data, you'll need to verify your domain.' Below this is a text input field with the placeholder 'DKIM domain'. At the bottom of the dialog is a blue 'Next' button.

The screenshot shows a modal dialog titled 'Verify domain ownership'. The dialog contains the following text: 'To confirm that you own [redacted], follow these steps:'. Below this is a list of three steps: 1. Copy this TXT record, 2. Update your domain's DNS configuration with the TXT record (you may need to contact your web host for this), and 3. Return to the Sender Hub to finish verification. Below the list is a text box containing the TXT record: 'yahoo-verification-key=sDT0ad8JydsDZlvNU9B0GMQyrmssazZ Pybx0Y9PRp08=' with a 'Copy' button and a clipboard icon. At the bottom of the dialog is a blue 'Done' button.

# Y! Sender Hub Enrollment

aws Services Search [Alt+S] Global Rafael F P Viana

Route 53 > Hosted zones > Create record

## Create record Info

**Quick create record** [Switch to wizard](#)

▼ Record 1 Delete

Record name Info  Record type Info

Keep blank to create a record for the root domain.

Alias

Value Info

Enter multiple values on separate lines. You can separate long strings into separate lines by appending a space at the end before you continue the string on the next line.

TTL (seconds) Info     Routing policy Info

Recommended values: 60 to 172800 (two days)

CloudShell Feedback © 2024, Amazon Web Services, Inc. or its affiliates. Privacy Terms Cookie preferences

# YFBL Enrollment

**Sender Hub** Dashboard Sender Features Deliverability Developers Contact

## Complaint Feedback Loop

Identify opportunities to improve how well your emails are received.

[Back to Manage services](#)

<input type="checkbox"/> Verified domain ↑	Status ↑	Enrolled on ↑	Reporting email ↑	Selector ⓘ ↑	Options
<input type="checkbox"/> [Redacted]	• Not enrolled <a href="#">Enroll</a>				

1 of 1 pages

# YFBL Enrollment

## Complaint Feedback Loop

**Enroll [redacted] in the Complaint Feedback Loop**

You'll need a dedicated email to receive reports. Where would you like to receive them?

Reporting email

Confirm reporting email

Next

## Complaint Feedback Loop

### Verify reporting email

To continue, enter the code we sent to [redacted]. The code will only be valid for 24 hours.

Didn't get it? [Resend code.](#)

Note: One-time verification required. This verification process is one-time per email account. Enter the code you receive from senderhub.support@yahooinc.com (Subject: Sender Hub verification code) to verify and enable it for all CFL domains within this account.

Back Next

# YFBL Enrollment

**Sender Hub** Dashboard Sender Features Deliverability Developers Contact

## Complaint Feedback Loop

Identify opportunities to improve how well your emails are received

[Back to Manage services](#)

Search

<input type="checkbox"/>	Verified domain ↑=	Status ↑=	Enrolled on ↑=	Reporting email ↑=	Selector ⓘ ↑=	Options
<input type="checkbox"/>	[Redacted]	● Enrolled	September 12, 2024	[Redacted]		⋮ Edit reporting email Add selector Unenroll

1 of 1 pages



# Allow me to ARF-ticulate

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- The ARF format is super flexible, handling everything from users reporting spam to anti-spam centers or help desks, to even those "unsubscribe me!" requests.
- It uses a specific MIME type inside a multipart/report attachment, making sure at least the headers of the spammy email are included.
- An ARF-wrapped FBL report provides the subject line, IP and To address from the original email, so you know exactly what people are complaining about.

```
From: <abusedesk@example.com>  
Date: Thu, 8 Mar 2005 17:40:36 EDT  
Subject: FW: Earn money  
To: <abuse@example.net>  
MIME-Version: 1.0  
Content-Type: multipart/report; report-type=feedback-report;  
        boundary="part1_13d.2e68ed54_boundary"
```

```
--part1_13d.2e68ed54_boundary  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit
```

```
This is an email abuse report for an email message received from IP  
192.0.2.2 on Thu, 8 Mar 2005 14:00:00 EDT. For more information  
about this format please see http://www.mipassoc.org/arf/.
```

```
--part1_13d.2e68ed54_boundary  
Content-Type: message/feedback-report
```

```
Feedback-Type: abuse  
User-Agent: SomeGenerator/1.0  
Version: 1  
Original-Mail-From: <somespammer@example.net>  
Original-Rcpt-To: <user@example.com>  
Received-Date: Thu, 8 Mar 2005 14:00:00 EDT  
Source-IP: 192.0.2.2  
Authentication-Results: mail.example.com;  
        spf=fail smtp.mail=somespammer@example.com  
Reported-Domain: example.net  
Reported-Uri: http://example.net/earn\_money.html  
Reported-Uri: mailto:user@example.com  
Removal-Recipient: user@example.com
```

```
--part1_13d.2e68ed54_boundary  
Content-Type: message/rfc822  
Content-Disposition: inline
```

```
From: <somespammer@example.net>  
Received: from mailserver.example.net (mailserver.example.net  
        [192.0.2.2]) by example.com with ESMTSP id M63d4137594e46;  
        Thu, 8 Mar 2005 14:00:00 -0400  
To: <Undisclosed Recipients>  
Subject: Earn money  
MIME-Version: 1.0  
Content-type: text/plain  
Message-ID: 8787KJKJ3K4J3K4J3K4J3K4J3.mail@example.net  
Date: Thu, 2 Sep 2004 12:31:03 -0500
```

```
Spam Spam Spam  
Spam Spam Spam  
Spam Spam Spam  
Spam Spam Spam
```

```
--part1_13d.2e68ed54_boundary--
```



# Does it integrate into Everest?

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# Feedback Loops (FBL)

- If you are expecting something like Google Postmaster Tools data in Everest, the answer is no. Currently Yahoo only provides FBL service.
- Everest's Apps & Integration suite features a tool called Feedback Loops (FBL) to streamline the process of setting up an account with Validity's Universal Feedback Loop Service for our clients.
- If your clients already utilize an ESP, they likely receive uFBL data through the ESP, eliminating the need for this specific integration.
- Note that Yahoo is not included in this service. Clients relying on in-house email solutions without an ESP will need to handle Yahoo's FBL enrollment independently.
- This also means they will need to manually process each individual complaint request. Ideally, this should be automated, with complaint data relayed to the in-house system to ensure timely removal of complaining users.
- Currently, Everest doesn't provide a truly universal feedback loop processing service compatible with any FBL provider; it's limited to the 20+ currently listed.

Feedback Loops (FBL)

Setup/Manage Enrollment Report

Universal Feedback Loop Signup

Email

First Name: Rafael

Last Name: Viana

Organization: Validity Professional Services

I have read and agree to the [Validity Terms of Service](#)

Cancel Sign Up

Use the form on the left to enroll in Validity's [Universal Feedback Loop](#). When prompted for your email address to receive reports, enter [fbl+1024193@fbl.everest.email](mailto:fbl+1024193@fbl.everest.email)

Sign up for additional feedback loops not included in Validity's service:

- [Yahoo](#)
- [Earthlink](#)
- [Gmail](#)
- [Microsoft](#)
- [QQ](#)
- [Zoho](#)



# Q&A

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