

# Mail Dog The Permission Marketer's Best Friend



## Whitelisting Tips

In order to combat the volume and nature of unsolicited commercial email, most ISPs and email clients have tools that empower users to control how the mail comes in to their inbox and how it is displayed based on the sender. The term “whitelisting” indicates that a user has added a particular sender to a special list so that the message is displayed with full functionality and so that the message ends up in the recipient’s inbox instead of a bulk mail folder.

Whitelisting is an important step for recipients so that the mail they most desire is not moved out of the inbox and it’s important for marketers as well since they want their message to appear in the inbox instead of the bulk mail folder.

Reinforcing the importance of whitelisting to subscribers is an important step of the opt-in process. It is recommended to encourage subscribers to whitelist their email on the website where they are opting in, in the confirmation window, as well as in the first email that goes out to them.

It is helpful to provide some guidance to subscribers on how to whitelist email as there are different steps depending on the ISP and email client. Below are the tips and instructions for each email service provider.

### **AOL 8:**

Open the email.  
Click the *Add to Address* icon on the right-hand side of the window.  
Click the *Save* button.

### **AOL 9:**

Open the email.  
Click the *Add Address* icon on the right side of the window.  
Click the *OK* button.

### **AOL Netmail:**

Open the email.  
Click the *Add to Address* icon.  
Click the *Save* button.

### **Hotmail:**

If messages are being delivered to the junk mail folder, simply select the message and click “This is not junk,” and future messages will be delivered to the inbox.

To add Mail Dog to your safe senders list, please do the following:

1. Click *Mail*, then *Options* (next to the Help link)
2. Click *Junk E-Mail Protection*
3. Click *Safe List*
4. Enter this domain: [maildogmanager.com](http://maildogmanager.com)
5. Click *Add*

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## **MSN 8 & 9:**

Open the email.  
Click *Save Addresses* at the upper right hand side of the screen.  
Select the check box next to the address you want to save.  
Click the *Save* button.

## **GMail:**

If GMail users aren't receiving communications, they need to check for the message in their junk folder as well. Simply select the message, click *This is not junk* and future communications should get through without a problem.

## **Outlook 11:**

Open or preview the email.  
Right-click the name of the sender you want to make as a contact.  
Click *Add to Outlook Contacts* on the shortcut menu.

## **Outlook 2000 & 2003:**

Open the email.  
In the From field, right-click the name you want to add as a contact.  
Click the *Add to Contacts* link on the shortcut menu.  
Click the *OK* button

## **Outlook Express 6:**

Open the email.  
Right-click the person's name.  
Click the *Add to Address Book* link in the menu.  
Click the *OK* button.  
or...  
In the message list of your Inbox or other mail folder, right-click the email title.  
Click the *Add Sender to Address Book* link in the menu.  
Click the *OK* button.

## **Yahoo! Mail:**

Open the email.  
Click the *Add to Address Book* link on the far right.  
Click the *Add Checked Contact* button.  
If messages to a Yahoo user have not made their way to the inbox, simply go the Bulk Mail folder, select the message and click *Not Spam*. Future messages will be delivered to the inbox.

## **Netscape 6 and 7:**

Open email.  
Right-click the from address.  
Click the *Add to Address Book* link in the menu.  
Click the *OK* button.

## **Earthlink 5.0:**

Open the email.  
Click the *Add Sender* button in the navigation bar.  
Click the *Yes* button in the address book popup.

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### Earthlink Total Access:

Open the email.

Right-click the person's name or email address.

Click *Add to Address Book*.

Click the *Ok* button.

or...

In the message list of your Inbox or other mail folder, right-click the email title.

Click *Add Sender to Address Book*.

Click the *OK* button.

or...

Open the email.

Click *Add Sender* in the upper right of the header.

The name and email address from email are pre-populated in the *Add to Address Book* pop-up.

Click *Yes*.

### Earthlink Webmail:

Open the email.

Click the *Add to Address Book* link.

Click the *Save* button on the popup.

### Entourage:

Open the email.

Right-click the sender's email address.

Select *Add to Senders List* in the short-cut menu.

Click the *Save* button.

### MacMail:

Open the email.

Ctrl-click the sender's email address and select *Open in Address Book*.