

URIBL Greylisting

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How do links on the URIBL Greylist affect email delivery?

- URIBL maintains three types of lists: white, grey and black. URIBL "blacklistings" have the most impact because it is enabled by default among email administrators. "Greylistings", on the other hand, are not enabled by default and have a minimal impact against senders. The domain, "infusionsoft.com" is currently greylisted on URIBL as are most prominent bulk email senders.
- We ask that you please do not submit requests to de-list the infusionsoft.com domain from URIBL; the current greylisted status is normal.

SpamAssassin relies on a third-party service, URIBL, to determine the reputation of hyperlinks within an email message. URIBL is a domain-based reputation list and is independently operated.

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If a hyperlink in an email is listed on the URIBL greylist, it will have minimal impact on deliverability. However, some smaller ISPs and ESPs that have enabled URIBL greylist blocking will impact the delivery of your email.

Unfortunately, we don't have any further insights into the specific causes of URIBL listings, except that it relates to our customers sending emails to unused, abandoned email addresses. We recommend you continue to demonstrate sensible, CAN-SPAM email marketing practices in order to maintain and improve the reputation of email sent from the Infusionsoft network.

You can remain confident that Infusionsoft is a trustworthy network to send permission-based email marketing messages from:

- Our customers send over 70,000,000 emails weekly.

- Our customers experience 99.55%+ average email deliverability. Confirmed opt-in email addresses experience even higher deliverability.
 - Our email infrastructure is DKIM/SPF compliant and is designed for high-performance email delivery.
 - We have a dedicated team that monitors and responds to abuse and compliance matters so we can minimize threats and maintain our reputation among other ISPs.
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