



Email trust; an extra mile with Goodmail

extravision partners with Goodmail to enhance email trust for marketers, recipients

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MOUNTAIN VIEW, US: UK-based Email Service Provider, extravision ltd has partnered with Silicon Valley-based Goodmail Systems, to add CertifiedEmail to its range of marketing services, to enhance recipient trust and sender authentication.

"We want to ensure recipients have the best experience when receiving messages from our accredited senders, and Goodmail is helping to deliver that," said Hill.

For consumers, authentic unopened messages are marked with the visible Blue Ribbon Envelope Trust Seal – easily identified as delivered from legitimate senders and safe to open.

Goodmail Systems, the creator of CertifiedEmail, claims to provide a safe and reliable way for trusted senders to deliver mail. CertifiedEmail is only used by senders who maintain the best email practices and allows senders to receive the inbox privileges they deserve, it adds in the press release.

"With Goodmail's proven technology and strict standards for safety, security, and permission, extravision clients and partners who pass accreditation, can be assured that their messages will get delivered, exactly as intended."

"Goodmail helps senders with the best practices to get the inbox privileges that they deserve," said Jos Burger, General Manager of Europe at Goodmail Systems. "extravision has strong relationships with some of the best brands in the UK, and extravision is an addition to our global ecosystem of partners. We are very excited to make CertifiedEmail available to the customer base of extravision."