

Simple Email Service

FAQs

Product Documentation



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FAQs

Delivery

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After I send an email by calling the SES API, how long does it usually take to deliver an email sent via SES API call?

Usually it will be delivered within 3 seconds to 5 minutes.

I was prompted that the delivery was successful after I sent an email by calling the SES API, but the delivery was delayed. Why is that?

It can take up to 72 hours to deliver an email. Usually an email will be delivered within 5 minutes. However, a few emails may take longer than 5 minutes depending on the content and email service providers' policies.

What should I do if the images in the email are not displayed?

You should do the following:

1. Check whether the image URLs are correct.
2. Check whether your email client forbids loading images. If yes, click the "Show Image" button.
3. Check whether the images are blocked by the recipient.

What should I do if emails sent via Tencent Cloud SES are blocked by Tencent Exmail?

Tencent Exmail blocks advertising emails. Do not contain advertising content in your email subject and content unless necessary.

Why emails fail to be sent?

Please check the error codes document first to determine the error type.

Then check the following items in order:

1. Whether the account has the `QcloudFullAccess` permission and whether `SecretId` and `SecretKey` are correct.
2. Whether the sender domain is verified. (Do not modify the configured DNS after it passes verification.)
3. Whether the recipient email address is correct.
4. Whether the template is approved and whether the format of `TemplateData` is correct.

5. If the error indicating "no permission to send custom content" is returned, contact your sales rep to activate the permission for you.

If the issue persists, contact [Tencent Cloud technical team](#) for support.

What is warm-up?

Warm-up is a way to establish a reputation for a new IP. Generally all email service providers have a limit on the daily number of emails sent from an IP. You need to start with a smaller number of emails and gradually increase the number each day.

What is the unsubscription mechanism?

When an end user unsubscribes from emails sent by a customer, Tencent Cloud will notify the customer of the unsubscription event and record the end user's unsubscription status. In addition, the corresponding sender domain will no longer be able to send emails to this end user.

Why do some emails get blocked ?

Tencent Cloud maintains an address blocklist database and blocks sending emails to these blocklisted addresses. This helps customers filter out malicious email requests. Moreover, in order to protect customers' sender reputation, Tencent Cloud adds the recipient addresses that have been rejected recently to the blocklist database. The blocklist database is shared across all accounts, so the address blocklists generated in different accounts are added to the same database. The email addresses in the blocklist database will be blocked for 14 days. You can log in to the [SES console](#) or call the API to unblocklist them. If the recipient addresses are valid and not in your blocklist, they may be blocklisted by other accounts. In this case, you can contact [Tencent Cloud technical team](#) to unblocklist them.

Sending Limit

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Is there a limit on the number of emails sent to the same email address in one hour?

By default, you can send up to 10 emails to the same email address in one hour. Extra emails to this email address will be blocked until 00:00:00 the next day. You can apply to adjust the limit. Please enter your sending scenarios and reasons in your application.

Are there any restrictions on the email subject format?

The email subject should be in UTF-8 format and contain no more than 998 characters. Otherwise, the email won't be sent. Tencent Cloud recommends keeping the subject within 78 characters.

Are there any restrictions on recipient email addresses when sending emails via API calls?

No. However, the recipient email addresses must be valid (not obtained by crawling or purchased from a third-party) and active triggers or subscriptions from the recipients are required.

What should I do to be able to send custom content?

Customers who have enabled the feature to send custom content will need to undertake the risk that their accounts are placed under review due to sending illegal and harmful information. It will hurt your sender reputation if your email address is out of control or used to send spams. In serious cases, the ESP will block your sender domain. To enable this feature, you need to contact your sales reps to do it for you.

Is there a daily limit on the number of emails sent by a Tencent Cloud account?

For new accounts, the default limit is 300,000 per day. If the bounce rate or complaint rate of an account is high, Tencent Cloud will reduce the daily sending limit of the account.

Is there a limit on the frequency of sending emails?

The default frequency limit for each account is 20 times per second. You can change the frequency limit.

Domain

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I have already configured the DNS as required. Why did the validation fail?

It usually takes 10 minutes to synchronize the DNS. However, there may be a certain delay depending on your TTL. Please use a tool to check whether the configured DNS is correct. If there is no problem, please wait.

Do I have to obtain the ICP filing for my domain to use SES?

You do not have to if you only use the domain to send emails. If the **A record** of your domain points to a Chinese mainland server, you must complete ICP filing for the domain.

Can I use a corporate email domain as the SES email domain?

To avoid conflicts between SPF and MX records, do not use your corporate email domain as the SES email domain.

If necessary, you need to merge their SPF record.

Can the subdomains under the same primary domain be used in SES?

Yes.

How should I configure the DNS?

- If you are using Tencent Cloud DNS service, log in to the [Tencent Cloud console](#) to configure.
- If you are using DNS service from another domain service provider, you can transfer your domain to Tencent Cloud for DNS resolution.
- In other cases, please configure it at your domain service provider.

Is there any effects if different subdomains use different email services?

No.

Template

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How long does an email template review take?

After you submit an email template, we will finish the review within three business days.

What are the criteria of email template reviews?

The criteria are as follows:

1. Email length: at least 160 characters.
2. Variables: the ratio of variable to text should not exceed 1:5.
3. Images: no more than 50 images.
4. Content: unhealthy content involving phishing, top-up, lucky draw, pornography, drugs, violence, gambling, etc. is prohibited.

API Use

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What does the `ReplyToAddresses` parameter mean?

It indicates the email address that the reply message is sent to. For example, when someone receives your email and clicks "reply", the reply email will be sent to the address specified by you in

`ReplyToAddresses`

When I tried to send emails, I got the error "FailedOperation.ExceedSendLimit", indicating that the daily email sending limit has been reached. What is the limit? Can I raise the limit?

Each account can send at most 300,000 emails per day by default. To raise the limit, contact [Tencent Cloud Technical Support](#).

How should I enter the `Template.TemplateData` in the `SendEmail` API?

`{}` means that no variable is passed in. For details, see the [TemplateData](#) field in the API documentation.

Dedicated IP

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What is a dedicated IP?

A dedicated IP is an IP specially assigned to you by Tencent Cloud for sending emails. Generally, it either has never been used to send emails or has a good reputation in the past. This ensures that it will not be marked as a spam IP by anti-spam organizations.

Do I need to purchase a dedicated IP in order to use SES?

No. You can send emails via SES without a dedicated IP. Currently the dedicated IP feature is not available to users by default. If you have high requirements for sending emails and need a dedicated IP, contact your sales rep to apply for one.

Spam Folder

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Why would my emails go to the spam folder?

A spam folder is a comprehensive judgment policy of recipients. If your emails end up in spam folders, Tencent Cloud recommends that you check the following situations for troubleshooting:

| No. | Description |
|--------|---|
| Case 1 | You are using a public domain or public IP to send emails. In this case, your reputation is shared and not well protected. Therefore, your emails may be considered as spams by other email service providers and be put into spam folders. |
| Case 2 | You are using a new domain or IP. Because a new IP does not have any reputation, your emails have a certain chance of going to spam folders at the beginning. However, every email service provider has a self-learning process. When they find that your emails are good, such as verification emails, they will gradually move them to the inbox. |
| Case 3 | You have sent a large number of emails within a short period using a new IP without a warm-up process, for example, sending 100,000 emails on the first day. In this case, it is very likely that email service providers with strict restrictions such as Hotmail and Yahoo Mail will reject these emails and consider them as spams. |
| Case 4 | The invalidity rate of your email address is high, which will greatly damage your sender reputation. Tencent Cloud can automatically stop you from sending emails when 8% of your emails are blocklisted in order to protect your IP reputation. |
| Case 5 | Your emails are identified as spams by email service providers because they contain restricted content such as pornography or ads. You are advised to design your emails based on the 2:8 ratio of images to text, with no more than 3 images in an email (please do not include content such as pornography and ads). |

What can I do to avoid emails going into spam folders?

The best way to prevent emails from going into spam folders is to **avoid the five cases mentioned above**.

Whether an email goes to spam folders is connected to the email content, domain reputation, open rate, and user complaints. Different email service providers have different spam folder policies, over which we have no control. However, Tencent Cloud SES can guarantee the quality of sender IPs.

A new domain does not have reputation with email service providers, so it is normal that emails sent from it go to spam folders. If there is no problem with your email content, the situation will improve

as long as you do a warm-up for at least one month, pay attention to the open rate, and reduce the complaint rate.

How do I know that an email has gone to spam folders?

You can use your email address to test, or log in to the console and check the email delivery rate and open rate to determine if your email has gone to the spam folder. If the email delivery rate and open rate are both low, probably your email has been delivered to the spam folder.

What should I do if my emails go to spam folders during the test phase?

Spam folder is a comprehensive judgment policy of recipients. Please follow the instructions below:

1. Make sure you haven't use your domain to send spams before. If your domain reputation is low, your emails may automatically go to the spam folder.
2. The recipients may consider your emails as spam due to inappropriate email subject and content. You can [use the mail-tester tool](#) to test the email content until you get a score higher than eight.

Callback

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How should I enter the callback address?

Callback address format: `https://xxx.yyy.com/callback/example`

For callback protocol details, see [Email Event Notification](#).

Can I configure multiple callback addresses?

No. Currently one account can only be configured with one callback address.

Others

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Does Tencent Cloud SES support sending emails to foreign countries?

Yes. Tencent Cloud SES is available in over 200 countries/regions, helping you deliver emails instantly to email addresses around the world. It features a 99% deliverability (except for invalid email addresses and restricted corporate mailboxes) and supports major email service providers such as Gmail, Yahoo, Hotmail, 163.com, and QQmail. In general, SES has high service stability and email deliverability.

The API documentation says that `Region` only supports Hong Kong, China. Can I send emails to other regions?

Yes. `Region` only indicates the location of the server and does not affect the regions where emails are sent to.

Does SES supports sending emails to multiple recipients at a time without them seeing each other.

No.

Does SES have postpaid plans?

No. In SES, postpaid means you only pay as you go.

Are there any version restrictions of SES SDK?

General versions can meet users' needs. However, if your environment version is too outdated, you need to upgrade your SDK as instructed.

How can I query email sending records?

You can query email sending records via API calls. For more information, see [GetSendEmailStatus](#).

How can I apply to access SES?

For details, see [Getting Started](#).

Dose SES support sending emails over SMTP?

No. SES only supports TencentCloud APIs.

Does SES support access over other protocols?

No. Currently SES only supports access via TencentCloud APIs 3.0.

Why is my email in the inbox, but the open rate is 0%?

- For HTML emails, Tencent Cloud can capture the open events and calculate the open rates.
- For plain text emails, Tencent Cloud cannot calculate the open rate.