

Simple Email Service

FAQs

Product Documentation



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Getting Started

Last updated : 2023-12-22 10:29:46

How do I test email sending in some simple ways?

You can use your own accounts for testing. SES offers a free tier of 1,000 emails currently but does not offer test accounts.

Can I send a large number of emails right from the start?

Due to the restrictions of recipient ISPs, we recommend you not send a large number of emails immediately at the beginning from a new domain/IP; instead, you should warm the domain/IP up first to achieve better emailing results.

What is warm-up?

Warm-up refers to warming up a sender domain/IP. The email delivery process is very complicated. Different ISPs generally have restrictions on the daily number of emails sent from one domain/IP. You should not send a large number of emails per day at the beginning. To achieve a higher email deliverability, the number of sent emails must be increased gradually every day. This daily increase process is called warm-up. Warm-up generally only needs to be performed once for each domain/IP.

SES supports automatic warm-up. For more information, see [Features > Automatic Warm-up](#).

Billing

Last updated : 2023-12-22 10:30:04

How to track my usage of emails under the Tencent Cloud SES?

You can view the usage data on the [Statistics](#) page in the SES console and calculate fees based on the statistics and price as described in [Pricing](#).

Does SES have postpaid plans?

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

Sending Limits

Last updated : 2023-12-22 10:30:20

Can I send emails from any email address?

No, you can use SES to send emails only from addresses or domains that you own.

First, you must verify the domain to prove that you own it. Each Tencent Cloud account can have up to 10 domains.

For more information on verifying email addresses and domains, see [Email Configuration](#) of Getting Started.

Is there a limit on the size of an email sent via SES?

Yes, an email (including images and attachments) cannot exceed 4 MB.

Are there any limits on the number of emails that I can send?

Each SES account has a set of sending limits, including:

Maximum number of emails per day: The maximum number of emails that you can send in 24 hours. The initial value for a new account is 500, which can be increased as needed. For the increasing rules, see [Reputation Level](#).

Maximum sending rate: The maximum number of emails you can send per second. By default, this limit is 20 emails per second per account.

Maximum sends to the same email address per hour: 10 (default). Extra emails to this address beyond this limit will be blocked. You can resend them 1 hour later. This mechanism is set to avoid business and push exceptions.

Note:

If we find a quality problem of your emails, such as a high complaint rate or bounce rate, we have the right to suspend your email sending via SES.

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. We recommend you keep the subject within 78 characters.

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

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

How to send emails with custom content?

You can only send such emails using a template.

Sending Feature

Last updated : 2023-12-22 10:30:51

Does SES provide SMTP endpoints?

Yes. For more information, see the [SMTP documentation](#).

Can I use SES to send emails from my existing application?

Currently, SES does not support sending emails from existing applications.

Can I use SES to send emails with attachments?

SES supports common types of attachments, including documents, images, audios, and videos.

Domain

Last updated : 2023-12-22 10:31:06

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 a DNS service provided by 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.

Why would the validation fail after I have configured the DNS as required?

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 an enterprise email domain as the SES email domain?

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

If you have to use them together, you need to merge the SPF record. You can also create and use a second-level domain under your existing sender domain.

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

Yes.

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

No.

Template

Last updated : 2023-12-22 10:31:26

How long does it take to review an email template?

If you submit an email template on a business day, we will finish the review within one business day.

If you submit an email template on a non-business day, we will finish the review on the next business day.

What are the content standards for email templates?

The template must reflect the actual business, and the message meaning and scenario must be identifiable through the text content (excluding variables). The business types of different templates of the same user must be the same, and if there are special circumstances, they should be explained in advance.

Word count requirements: at least 150 words for marketing emails; at least 50 words for notification, transactional, and testing emails; no word limit for trigger-based emails.

Variables: keep the ratio of variables to text less than or equal to 1:5. Variable-only templates are not supported.

Number of images: do not include more than 50 images in an email. Image-only templates (i.e., templates with only image but no text) are not supported.

Content requirements (including but not limited to the following requirements):

Do not send emails involving phishing, lucky draw for top-up, pornography, drugs, violence, intimidation, gambling, lottery, cashback and rebate, flash sales, loan, debt collection, click farming, religion, superstition, friend adding on QQ or WeChat, group joining, and invoices.

Do not send spam, unclear emails, or graymail.

Do not include URLs or redirection links in emails.

Do not send unsolicited emails.

Note:

The reason for template rejection will be displayed with a red exclamation mark.

Template review standards include but are not limited to the above requirements, and Tencent Cloud has the right to change them as needed.

Identity Verification and Configuration

Last updated : 2023-12-22 10:31:44

What authentication mechanisms does SES support?

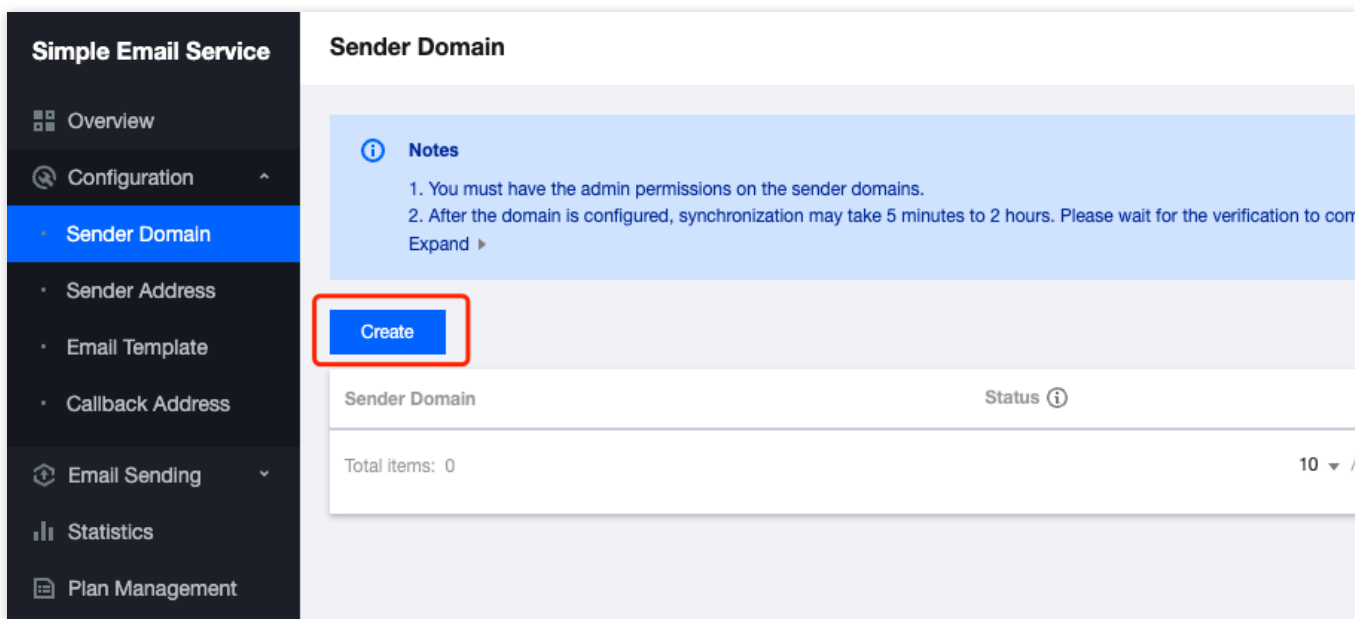
SES supports all industry-standard authentication mechanisms, including DomainKeys Identified Mail (DKIM), Sender Policy Framework (SPF), Domain-Based Message Authentication, Reporting and Conformance (DMARC), and Mail Exchanger (MX) Record.

How do I configure a sender domain?

Step 1. Configure the DNS

Step 2. Verify the result

1. Click **Create** on the [Sender Domain](#) page.



2. Enter a domain and click **Submit**.

Create Sender Domain

Domain

To avoid conflicts between SPF and MX records, do not use corporate email domains. If there is a corporate email domain, create a second-level domain under it and use the second-level domain here.

Submit

Cancel

Note:

`sampledomain.com` is a sample only and should be replaced with your sender domain.

A domain in the `sampledomain.com` format is a primary domain, and one in the `abc.sampledomain.com` format is a non-primary domain. The following configuration steps vary depending on the domain type (primary or non-primary). See the corresponding description for details.

3. Go back to the [Sender Domain](#) page and click **Verify**.

Simple Email Service

Overview

Configuration

Sender Domain

Sender Address

Email Template

Callback Address

Email Sending

Statistics

Plan Management

Sender Domain

Notes

1. You must have the admin permissions on the sender domains.

2. After the domain is configured, synchronization may take 5 minutes to 2 hours. Please wait for the verification to complete.

Expand

Create

Sender Domain	Status
sampledomain.com	Pending verification

Total items: 1

4. Record the `Record Value` shown on the pop-up window.

Note :

Below is an example only. The actual content displayed on the corresponding page shall prevail.

Sender Domain Configuration [Help](#)

DKIM Verification (Required)

Type	Domain	Record Value	Current Value	Status
TXT	mail._domainkey.sampledomain.com	v=DKIM1; k=rsa; p=*****		Pending verification
TXT	qcloud._domainkey.sampledomain.com	v=DKIM1; k=rsa; p=*****		Pending verification

MX Verification (Required) , The record value must be ended with "."

Type	Domain	Record Value	Current Value	Status
MX	sampledomain.com	mxbiz1.qq.com.		Pending verification

SPF Verification (Required)

Type	Domain	Record Value	Current Value	Status
TXT	sampledomain.com	v=spf1 include:qcloudmail.com ~all		Pending verification

DMARC Verification (Required) , You need to replace dmarc_report@xxx.com with an email address that can receive email spoofing reports.

Type	Domain	Record Value	Current Value	Status
TXT	_dmarc.sampledomain.com	v=DMARC1; p=none; rua=mailto:dmarc_report@xxx.com; ruf=mailto:dmarc_report@xxx.com; adkim=r; aspf=r		Pending verification

[Submit](#)[Cancel](#)

5. If your domain is hosted with Tencent Cloud, log in to the [DNSPod console](#) to configure verification information. Click a sender domain to go to the configuration page.

Note:

If your domain is hosted with another domain service provider, configure it as instructed in the checklist.

6. Take the primary domain `sampldomain.com` as an example to add records. Fill in `Record Value` obtained in the above [step 4](#).

MX authentication:

Host record: `@`

Record type: MX

Record value: `mxbiz1.qq.com.` If you have an email server, enter your email server address in the record value.

Note:

For a non-primary domain, `abc.sampldomain.com`, for example, the host record should be `abc`.

Make sure the record value is ended with `.` Some domain service providers add the `.` at the end of an MX record by default.

SPF authentication:

Host record: `@`

Record type: TXT

Record value: `v=spf1 include:qcloudmail.com ~all`

Note:

For a non-primary domain, `abc.sampldomain.com`, for example, the host record should be `abc`.

If you have multiple email push service providers, you need to include domains of all these service provides in the record value, `v=spf1 include:qcloudmail.com include:domain1.com ~all`, for example, where `domain1.com` represents the domain of another email push service provider. Make sure that there is only one SPF record in the DNS configuration of your sender domain.

DKIM authentication:

Host record: `qcloud._domainkey`

Record type: TXT

Record value: Your record value.

Note:

For a non-primary domain, `abc.sampldomain.com`, for example, the host record should be `qcloud._domainkey.abc`.

DMARC authentication:

Host record: `_dmarc`

Record type: TXT

Record value: `v=DMARC1; p=none`

Note:

For a non-primary domain, `abc.sampldomain.com`, for example, the host record should be `_dmarc.abc`.

The DMARC record must contain the `v` and `p` flags. If you know more about DMARC, you can add other flags or modify flag values as needed.

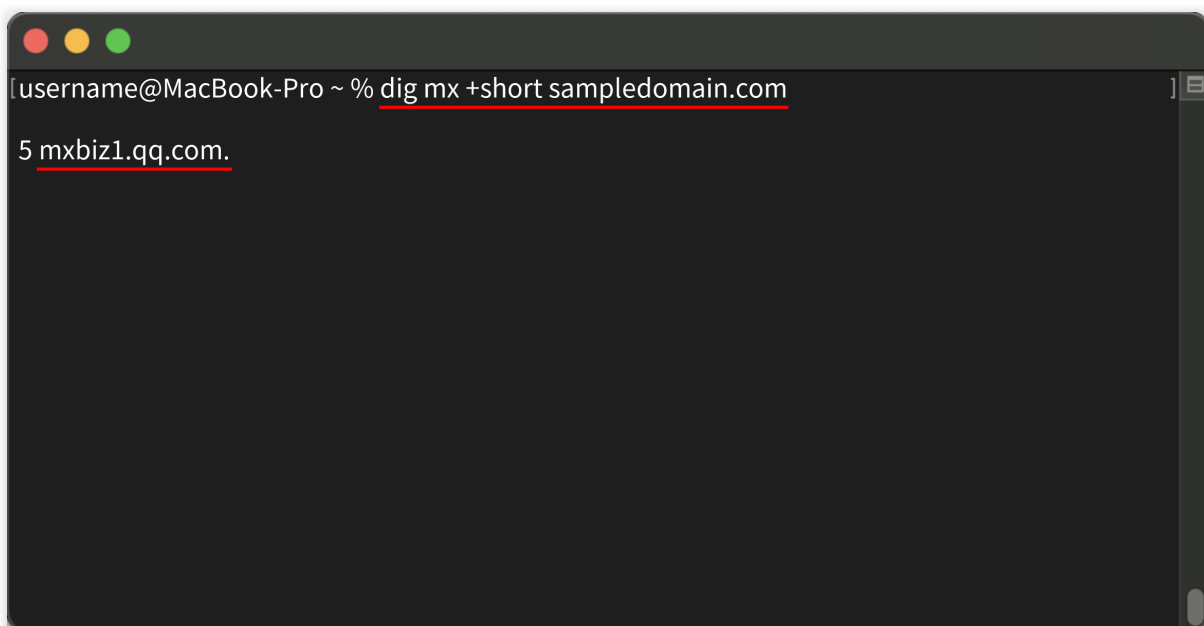
7. Go back to [step 4](#) and click **Submit** for verification. The **Current Value** shows what you configured in the above DNS configuration. When the verification status becomes **Verified**, the configuration is completed.

Note:

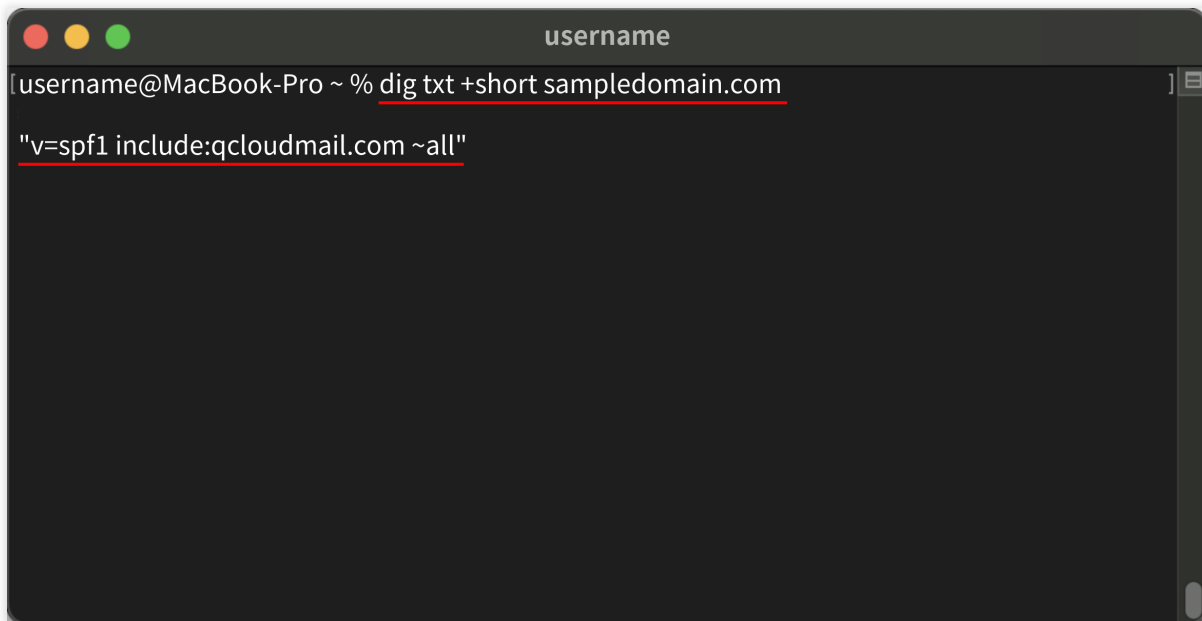
If the configuration operation in Step 1 is completed and the sender domain is “Verified”, skip this verification step. This document describes how to query the DNS domain server with the dig command and check whether your sender domain is properly set.

Enter the following commands in the command line, respectively, and press the carriage return to check whether the returned values are the same as those displayed on the sender domain configuration page.

```
dig mx +short sampledomain.com
```



```
dig txt +short sampledomain.com
```



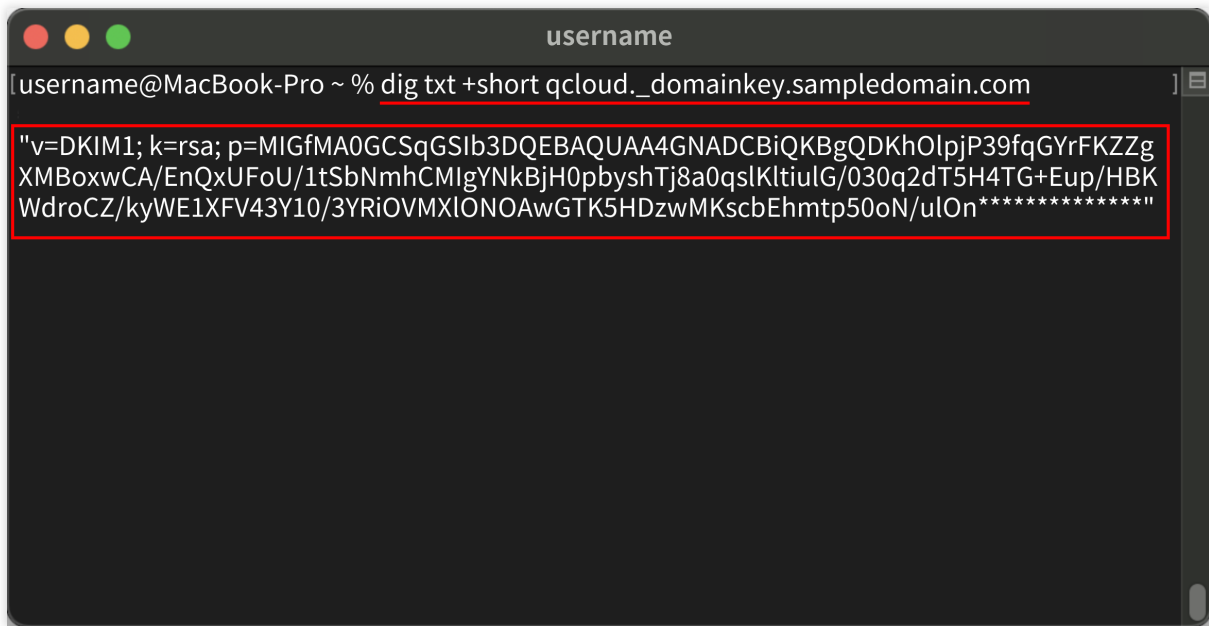
A terminal window titled "username" on a MacBook-Pro. The prompt is [username@MacBook-Pro ~ %]. The command `dig txt +short sampledomain.com` is entered and underlined in red. The output is `"v=spf1 include:qcloudmail.com ~all"`, which is also underlined in red.

```
dig txt +short _dmarc.sampledomain.com
```



A terminal window titled "username" on a MacBook-Pro. The prompt is [username@MacBook-Pro ~ %]. The command `dig txt +short _dmarc.sampledomain.com` is entered and underlined in red. The output is `"v=DMARC1; p=none"`, which is also underlined in red.

```
dig txt +short qcloud._domainkey.sampledomain.com
```

A screenshot of a macOS terminal window titled 'username'. The prompt is '[username@MacBook-Pro ~ %]'. The command entered is 'dig txt +short qcloud._domainkey.sampledomain.com'. The output is a long string of text enclosed in quotes: '"v=DKIM1; k=rsa; p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQDKhOlPjP39fqGYrFKZZgXMBowCA/EnQxUFoU/1tSbNmhCMIgYNkBjH0pbyshTj8a0qslKltiulG/030q2dT5H4TG+Eup/HBKWdroCZ/kyWE1XFV43Y10/3YRiOVMXLONOAawGTK5HDzwMKscbEhmtP50oN/ulOn*****"'. The output line is highlighted with a red rectangular box.

```
username
[username@MacBook-Pro ~ %] dig txt +short qcloud._domainkey.sampledomain.com
"v=DKIM1; k=rsa; p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQDKhOlPjP39fqGYrFKZZg
XMBowCA/EnQxUFoU/1tSbNmhCMIgYNkBjH0pbyshTj8a0qslKltiulG/030q2dT5H4TG+Eup/HBK
WdroCZ/kyWE1XFV43Y10/3YRiOVMXLONOAawGTK5HDzwMKscbEhmtP50oN/ulOn*****"
```

Note:

`sampledomain.com` in the above commands is a sample only and should be replaced with your sender domain.

Note:

If there is any issue after you perform configuration and verification as described above, [submit a ticket](#).

If you have used the DNSPod service, but it cannot be found by the dig command, the identity verification for the domain may have failed (so the registry stopped resolution).

Independent IP Related Questions

Last updated : 2024-05-14 10:35:43

What is an Independent IP?

Independent IP is a value-added service for Simple Email Service(SES) of Tencent Cloud and is exclusive to paying customers.

Use an independent IP to avoid interference from other users' sending emails, protect the reputation of the sending domain name and IP, and improve the email deliverability.

How Much Does an Independent IP Cost?

The unit price is: USD 120/month. Using the pay-as-you-go (Monthly) model, Tencent Cloud will deduct fees based on the number of independent IPs configured and enabled under your account in the previous month at the beginning of each month. See the [pricing](#) for details.

How Many Independent IPs Need to be Purchased?

SES of Tencent Cloud business provides independent IP services. If conditions permit, independent IP services can be [activated](#) to improve email deliverability.

The number of sending IPs is estimated based on the user's sending volume. The usual empirical value is that a sending IP can bear the performance load of the maximum number of sending emails in an instant of 50,000, plus considering disaster recovery (referring to the binding of the sending IP. In case of abnormal situations such as machine crash, hardware failure and unavailability, at least 2 hot backups can be automatically switched and will not interrupt the user's business) scenarios, it is generally recommended to purchase a minimum of 2 IPs. If the user is not concerned about the disaster recovery scenarios, and has a small sending volume, low frequency of sending, and is cost-sensitive, the user can purchase only 1 IP.

How to Buy the Independent IP?

1. [Activate](#) the independent IP service
2. After the [activation](#) is successful, [submit a ticket](#) to apply for the configuration of independent IPs, and the system will deduct fees in the next month based on the actual number of independent IPs configured.
 - 2.1 Currently, you can only [submit a ticket](#) to apply for configuration. The self-service configuration feature is under development and is expected to be officially launched in early June 2024;
 - 2.2 When applying, you need to provide: the usage region, AppId or UIN, the number of independent IPs, the sending domain name to use independent IPs, the receiving domain name to use independent IPs (optional), and confirmation of knowing the independent IPs [pricing](#).
3. The time required from application to formal entry into force:

If the independent IP resource pool is sufficient, it normally takes 30 minutes to 2 hours to configure it and publish it online to take effect. You can click [the independent IP](#) management page to view the configuration details.

If the resource pool IP is used up, it will take longer. Because it needs to be warmed up, it may take 2 to 4 weeks.

How to Add the Number of Independent IPs?

Currently, you can only [submit a ticket](#) to apply for configuration. The self-service configuration feature is under development and is expected to be officially launched in early June 2024;

When applying, you need to provide: the usage region, AppId or UIN, the number of independent IPs, the sending domain name to use independent IPs, the receiving domain name to use independent IPs (optional), and confirmation of knowing the independent IPs [pricing](#).

Note:

Support applying configuration for up to 3 independent IPs per month.

Independent IP resources need to be pre-heated and prepared in the backend in advance. When there is insufficient inventory, it usually takes 2-4 weeks.

Does the Independent IP Support Deactivation?

Support.

1. Currently, you can only [submit a ticket](#) to apply for deactivation. The self-service deactivation feature is under development and is expected to be officially launched in early June 2024;
2. When applying, you need to provide: the independent IP to be deactivated, the usage region, AppId or UIN.

Note:

Deactivation of the independent IP: The fee for the deactivation month will still be calculated based on the actual number of days used in the month and will be reflected in the bill on the 1st of the following month.

Delivery

Last updated : 2024-02-28 14:50:19

How does SES ensure reliable email transmission?

After you create an email template, we will review the template content to ensure that it meets the ISP's requirements. To further improve your email delivery rate, SES provides a feedback mechanism that includes email bounces, complaints, and delivery notifications.

Can SES ensure successful delivery of my emails?

Whether it is SES or any other email service, it cannot guarantee 100% successful delivery of every email, which is affected by many factors, such as email content, domain name reputation, open rate, and user complaint. For more information, see [Measures to prevent emails from being marked as spam](#).

How long does it take for an email sent via SES to reach the recipient's inbox?

Generally, an email will be delivered to the recipient's inbox within 3 seconds to 5 minutes, max 72 hours. A few emails may be delayed due to factors such as email content and the email service provider's policy. Therefore, it is normal to deliver an email in more than 5 minutes.

Will email bounces or complaints caused by other SES users affect my email delivery rate?

Usually, if you are using a shared IP, email bounces or complaints caused by other SES users may have a certain impact on your email delivery rate. Dedicated IPs are unavailable currently.

What should I do if the image in the email is not displayed?

You can troubleshoot as below:

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

What should I do if my email sent via SES is blocked by the enterprise email service?

Usually, enterprise email services block advertising emails, so do not include advertising content in your email subject and content unless necessary.

Why did my email fail to be sent?

Check the error code document first to determine the error type.

Then troubleshoot in the following 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 "You can only send emails with a template" is returned, it indicates that you cannot directly send an email. Send your email with a template.

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

What is the unsubscribe mechanism?

When an end user unsubscribes from emails sent by a customer, Tencent Cloud will notify the customer of the unsubscribe event and record the end user's unsubscribe 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 180 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.

User open rate

The user open rate is also an important metric of whether an email will go to the inbox. The higher the user engagement rate, the more likely the ISP will increase the credibility of the domain name accordingly. Generally speaking, it is normal that the open rate of registered emails is above 80%. For notification emails, this metric depends on the business scenarios. For marketing emails, you should continuously optimize the email subject and content to engage users. If this metric is below 50%, sent emails will likely go to the spambox.

API Use

Last updated : 2023-12-22 10:32:36

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 click “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.

Callback

Last updated : 2023-12-22 10:32:57

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?

"Account level" and "Sender address level" callback addresses are supported. You can create only one "Account level" callback and only one "Sender address level" callback for a sender address.

Spam Folder

Last updated : 2023-12-22 10:33:13

Why would my emails go to spam folders?

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 and consider these emails 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](#)**.

Factors including the email content, domain reputation, open rate, and user complaints affect whether an email goes to spam folders. 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 spam folders. If the email delivery rate and open rate are both low, probably your email has ended up in spam folders.

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

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

1. Make sure you haven't used your domain to send spams before. If your domain reputation is low, your emails may automatically go to spam folders.
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 8.

Security

Last updated : 2023-12-22 10:33:34

Can SES access the emails I send and receive?

SES uses internal anti-spam technologies to filter emails that contain poor content. In addition, it scans all emails containing attachments to check for viruses and other malicious content. It will not save your email content though.

Can my emails be encrypted?

During email transfer, SES will encrypt the content of your emails.

Does SES use Transport Layer Security (TLS) to send emails over an encrypted connection?

SES supports TLS 1.2, TLS 1.1, and TLS 1.0 for TLS connection.

By default, SES uses TLS. This means that SES will always try to establish a secure connection with the recipient's email server. If it cannot establish a secure connection, it will send the email in an unencrypted manner. You can change this option so that SES will only send emails when a secure connection can be established.

How does SES ensure that incoming emails are not spam and are virus-free?

SES adopts many spam and virus protection measures. Tencent Cloud specifically maintains a blocked email address library and blocks emails from such addresses to help you filter malicious emails. SES scans every incoming email containing attachments for viruses. It provides you with various spam detection methods; for example, in addition to spam and virus scan results, it also provides DKIM and SPF check results.

What technologies can prevent SES users from sending spam?

SES uses internal content filtering technologies to detect spam. In addition, it also provides email quality scoring tools to help you check email content on your own. If it finds that an account is sending spam or malicious content, it will suspend the account's ability to send other emails.

Note:

Not being spam does not mean that the email will not go to spam folders. The email quality score is for reference only. Factors including the email content, domain reputation, open rate, and user complaints affect whether an email goes to spam folders. Different email service providers have different spam folder policies, over which we have no control. However, SES can guarantee the quality of sender IPs.

Important Notes

Last updated : 2023-12-22 10:33:57

DNS validity verification

You can use [DNS Checker](#) to verify whether your DNS configuration is valid.

Email address validity

The email bounce rate is a rigid metric for email scoring by ISPs. The most possible reason for email bounce is invalid email address; that is, the email is sent to an incorrect address. If the bounce rate stays high, the ISP will determine the sender as malicious and then put emails in the spam folder or block sender IPs. A good bounce rate should not exceed 5%. If the addresses of your recipients are of poor quality, you need to process and filter them in advance.

Spam folder

No sender can guarantee that an email will not go to the recipient's spam folder. Especially, when the sender's domain name is newly registered and thus has no reputation with the ISP, it is normal for emails to go to the spam folder. It requires a good warm-up and user engagement to improve the reputation of the domain name. The ISP will dynamically adjust the spam policy based on the reputation and eventually send emails to the recipient's inbox. Therefore, we recommend you add the prompt "If you don't receive the email, check your spam folder" in your email.

Measures to prevent emails from being marked as spam

1. Write appropriate email subjects and avoid using unusual or obviously marketing words.
2. Avoid obvious "spam" and illegal content and excessively commercialized words, such as lucky draw for top-up, gambling, pornography, drugs, and obscenity.
3. Balance the number of words and images, do not use too many images, and avoid emails where there is only a large image with no text.
4. It is better not to add URLs and redirects in the email content; otherwise, the email can be easily identified as spam.
5. Use regular fonts instead of various colors or artistic fonts in the email content.
6. Add an unsubscribe button in the email content. Doing so can prevent users from being disgusted with your emails when they don't need the products or services you provide, as they can simply click the unsubscribe button instead of reporting or blocking your emails. This will leave a positive impression on users and reduce the chance of your emails being recognized as spam.
7. Standardize the email HTML code, as non-compliant code may be identified as spam by the email filter. You need to have professional coders or use professional email templates.
8. Encourage customers to add you as a friend or contact. In this way, your emails will definitely go to their inbox instead of spam folder.
9. Clean the recipient list regularly. When you find that your email fails to deliver to many of your recipients, the spam filters of most email service providers will give your domain name or IP a higher spam index score.

10. Perform testing before sending emails formally. Before sending your emails to recipients formally, you can use your own account to test the delivery. In this way, you can also infer what kind of email is more likely to be recognized as spam and then optimize the content accordingly.

Batch sending

1. The **Batch** feature in the console is suitable for batch sending of marketing or notification emails. To send trigger-based emails (such as authentication and transactional emails), you are advised to call the `SendEmail` API.
2. The automatic warm-up feature is built in batch sending. For more information, see [Getting Started > What is warm-up?](#).
3. You can use a single domain for multiple sending tasks. When the total email volume exceeds the maximum number allowed per day, extra emails will enter the cache queue and be sent the next day.
4. When a task enters the cache queue, its status is **Paused** and the sending progress bar remains static. After you restart the task the next day, its status becomes **Sending** and the progress bar grows.

Others

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Does SES support sending emails to email addresses outside the Chinese mainland?

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 97% 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 support sending emails to multiple recipients at a time without them seeing each other?

No.

Is there a version limit for SES?

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](#).

What sending methods does SES support?

SES supports three sending methods, namely, sending via console, API, and SMTP.

Why is that my email is 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.