

# Simple Email Service

## Getting Started

### Product Documentation



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# Getting Started

## Email Configuration

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### Notes

If your domain is hosted in Tencent Cloud, log in to the [DNSPod console](#) to configure the domain verification information; otherwise, configure it as needed.

After the sender domain is configured and verified, make sure that MX, SPF, DKIM, and DMARC are configured correctly; otherwise, a sending exception may occur.

Do not use a corporate email domain; otherwise, a configuration information conflict might occur.

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

Each Tencent Cloud account can be configured with up to 10 domains.

### Preparations

#### 1. Logging in to the SES console

Log in to the [SES console](#). If you do not have a Tencent Cloud account yet, then sign up for one first as instructed in [Signing Up](#).

If you are prompted to verify your identity, complete identity verification in the [Account Center](#). For detailed directions, see [Identity Verification Guide](#).

#### 2. Activating the SES service

Click **Activate SES**.

### Directions

#### Step 1. Configure the sender domain

**Note:**

A domain that has been registered for Tencent Exmail cannot be used as a sender domain.

1. Log in to the [SES console](#) and click **Sender Domain**.
2. Click **Create** on the **Sender Domain** page.

3. Enter a sender domain in the **Domain** field, for example, `mail.qcloud.com` , and click **Submit**.

**Note:**

A sender domain is the basis of an email address and represents the sender's corporate identity. To verify a sender domain, you need to configure the DNS information for it. Therefore, you must have the admin permissions on the domain.

4. Click **Verify** and configure the DNS information of the domain based on the record value on the **Sender Domain** page.

**Note:**

For more information on how to perform domain verification, see [Identity Verification and Configuration](#).

5. After the DNS configuration is completed, click **Submit** on the sender domain page. After the verification is passed, the status of the sender domain will become **Verified**.

## Step 2. Configure the sender address

1. Go back to the **Overview** page and click **Sender Address**.

2. Click **Create** on the **Sender Address** page.

3. Set the following parameters as needed:

Sender Domain: Select the **verified** sender domain created in [step 1](#).

Email Prefix: Enter an email prefix, for example, `test` .

Sender Name: Enter a sender name, for example, `Lil C` .

**Note:**

A sender address should be a full email address suffixed with a **verified** sender domain.

Example: `test@example.qcloudmail.com` .

4. Click **Submit** to complete the sender address configuration.

# Email Sending

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SES only allows sending emails through templates.

## Directions

### Step 1. Configure the template

1. Go to the **Overview** page in the SES console and click [Email Template](#).
2. Click **Create** on the **Email Template** page.
3. Set the following parameters as needed:

Template Name: Enter a template name, for example, `test` .

Template Type: Select **HTML rich text**.

Email Summary: Enter an email summary, for example, `notification email template` .

Email Body: Click **Upload** and select an HTML file as the email body.

#### Note:

The email content can be in plain text or rich text format, the latter of which requires HTML code.

4. Click **Preview** to preview the email template.
5. Click **Submit** and wait for the review.

#### Note:

The template will be reviewed after submission and can be used to send emails upon approval. The review process will take one business day.

### Step 2. Send the email

SES offers three ways to send emails:

Sending in the console.

Sending through the API.

Sending through SMTP.

For brief directions on how to send emails in the console, see this documentation in Getting Started; for detailed directions, see Console Guide. For more information on the other two ways, see [API Category](#) and [SMTP Email Sending Guide](#).

1. Click [Email Sending](#) to enter the **Email Sending** page.

#### Note:

This page only supports sending a small number of emails (involving up to 20 recipient addresses at a time). To email more addresses, see [Batch sending](#) in the console or use the API or SMTP for email sending as instructed in [API Category](#) or [SMTP Email Sending Guide](#).

2. Set the following parameters as needed:

Template: Select an approved email template.

Subject: Enter an email subject.

From: Select the configured sender address.

To: Enter the email addresses and separate them by carriage return.

Variables: Enter variables, or leave them empty if your template contains no variables.

Unsubscription Management: If it is enabled, an unsubscribe link will be automatically inserted at the end of the email.

3. After the email is sent successfully, view the statistics on the [Statistics](#) page to track the email, as data may be subject to a certain latency.

# Reputation Level

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Email delivery is a complex process. Delivery capabilities and deliverability are subject to a variety of factors, including but not limited to emailing behavior, email content, and recipient operations.

If you continue to send emails to Email Service Providers in spite of a low email delivery quality, your sender IP address and domain will be severely affected. Therefore, SES dynamically determines the sender domain reputation level based on the email delivery quality, and the daily email sending limit varies by level.

## Reputation Level Rules

By default, the reputation level of a newly created sender domain in **Verification passed** status is level 1, which will be automatically raised immediately or lowered the next day based on the email delivery quality. The daily email sending limits for different reputation levels are listed as shown below. If you want to increase this limit, you can submit a ticket to us for application after your domain reputation level reaches level 20.

You can view the reputation level of each sender domain and the corresponding daily email sending limit on the [Sender Domain](#) page in the SES console.

### Note:

Even the reputation level of 1 can be automatically upgraded to level 20 on the same day, meaning that the maximum number of emails sent per day can reach 1,000,000. Manual adjustments are not supported before level 20.

As soon as the email delivery quality meets the upgrade requirements of the reputation level, the system will immediately increase the reputation level and the maximum number of emails sent per day. For more information, see "Level Raising and Lowering Rules" below.

Reputation Level	Daily Email Sending Limit (Emails)
1	500
2	1,000
3	2,000
4	5,000
5	10,000
6	20,000
7	40,000
8	60,000

9	80,000
10	100,000
11	150,000
12	200,000
13	300,000
14	400,000
15	500,000
16	600,000
17	700,000
18	800,000
19	900,000
20	1,000,000
Higher	Submit a ticket to us for application

## Level Raising and Lowering Rules

SES dynamically determines the reputation level of a sender domain based on the email delivery quality, which is measured against the **invalid address rate, deliverability, spam bounce rate, spam complaint rate, and email open rate**.

**The level will be raised when any one of the following rules is satisfied, and the raised daily email sending limit will take effect immediately:**

The daily number of emails actually sent reaches 70% of the daily email sending limit for the current level, with an invalid address rate below 5%, a deliverability above 92%, a spam bounce rate below 2.5%, and a spam complaint rate below 0.1%.

The daily number of emails actually sent reaches 70% of the daily email sending limit for the current level, with a deliverability above 90%, a spam complaint rate below 0.1%, and an email open rate above 50%.

**The level will be lowered when any one of the following rules is satisfied, and the lowered daily email sending limit will take effect the next day:**

The daily number of emails actually sent exceeds 300, with an invalid address rate above 9%.

The daily number of emails actually sent exceeds 300, with a deliverability below 65%.

The daily number of emails actually sent exceeds 300, with a spam bounce rate above 5%.

The daily number of emails actually sent exceeds 300, with a spam complaint rate above 0.5%.

You can view the email delivery quality information in the [Statistics](#) module in the SES console. To protect your sender IP address and domain, the SES has the right to adjust the rules and values and update the description properly.

## Rules Regarding Exceeding the Daily Email Sending Limit

### Batch sending

If no rule for raising the reputation level is satisfied, and the real-time number of emails actually sent reaches the daily email sending limit during batch sending, the system will automatically pause the sending and cache the unsent emails in the queue, which will be automatically sent in 24 hours. You can view the overall status of a batch sending task on the [Batch](#) page in the SES console or view the recent real-time sending status on the [Real-time queue status](#) page in the SES console.

### Regular sending

If no rule for raising the reputation level is satisfied, and the real-time number of emails actually sent reaches the daily email sending limit during sending, the sending will fail, and an error message will be returned.

## Temporary Blocking Rules

When any one of the following rules is satisfied, email sending will be blocked temporarily for the day, and emails unsent during batch sending will be regarded as failed:

The daily number of emails actually sent exceeds 300, with an invalid address rate above 11%.

The daily number of emails actually sent exceeds 300, with a spam bounce rate above 15%.

## Allowed Email Types

SES only allows sending emails to recipient addresses that are provided during member registration. You are not allowed to send unsolicited emails or send emails to addresses that are not provided by recipients themselves.

Emails cannot contain sensitive words or social media information such as Weixin account, QQ account, QR code, and group information.

Emails should contain detailed compliance information. We recommend you add the Unsubscription link in emails.