



**LET'S TALK ABOUT TRACKING EMAIL
VERIFICATION**



BUT FIRST...



TAKE A BREATH!

Repeat this mantra if you have to. "I am a Pirate! Not a Web Developer! Not a Domain Admin!"

This is all information that's just nice to know! It's totally okay if you don't understand this because this is stuff that people go to school for and get expensive certificates to handle.



LET'S GET INTO IT



WHY WOULD SOMEONE WANT TO USE OUR TRACKING EMAIL SYSTEM?

- Automatically emailing tracking numbers saves time!
 - Remember, a lot of these people are small business owners with a dream and a lot of heart, but not necessarily a lot of resources
- Emailing tracking numbers is an excellent branding opportunity
 - Our interface is simple and provides customization options so that customers can add logos and links!
 - This is something they'd normally pay someone to do, but Pirate Ship allows them to do it themselves!
- Pirate Ship provides a way for them to have a free automated system!

DOMAIN NAMES

"HOUSE"

"APARTMENT"

Think of a website like a house on the internet.

The domain is the address. Pirateship.com is a domain. If Pirate Ship had an Etsy shop, pirateship.etsy.com would be a domain, too.

pirateship.com is owned privately by Pirate Ship, so it's like a house.

pirateship.etsy.com is owned by Etsy, so it's like an apartment.

There's a lot that you can do in your own house, but there are restrictions to having an apartment. If you want to invite people to your house, you control the restrictions. If you want to invite people to your apartment, the owner controls the restrictions.

THINK OF TRACKING EMAILS AS A PARTY INVITATIONS 🎉🎉

Sending tracking emails "invite" people to the party
But if you don't own the address of the place you're hosting
the soiree, you have to deal with some restrictions.

Our invitations are sent by the domain. you own
yourwebsite.com so you can send invitations with your email,
you@yourwebsite.com.

But you can't send invitations from yourwebsite.etsy.com or
yourwebsite@gmail.com because you don't own those addresses.

TRYING TO SEND
INVITATIONS/EMAILS FROM AN
ADDRESS/DOMAIN
YOU DON'T OWN IS FRAUDULENT
AND WE DON'T LIKE THAT



WHAT DO YOU DO IF YOU DON'T HAVE A DOMAIN?

http://



WELL....

GET A DOMAIN!

Owning a domain name is as low as
\$10/year

You can purchase and manage domains at
reputable sites like

- GoDaddy
- Squarespace
- IONOS

These are just suggestions!

**Don't recommend any host on behalf of
Pirate Ship!**

USE OUR DOMAIN INSTEAD!

Pirate Ship graciously allows others
to use our address,
ship@pirateship.com for **tracking
emails only!**

The email will send from
ship@pirateship.com but if the
customer replies, the email then goes
to the customer's email.

FIGURE IT OUT YOURSELF

Those are the only two options on Pirate
Ship! If either are dissatisfactory, the shipper
has to come up with their own solution!

I GOT MY DOMAIN! NOW WHAT?

Congratulations! To use our tracking emails, you'll need to verify your address. Pirate Ship thinks you're cool but you can't use our system to send out emails from a domain you don't actually own.

1 Email Verification is done by DMARC. If you're having a party, DMARC is the head of security. It keeps people from using fake ID to get into the club and ruining your reputation with their shenanigans. It uses its cronies, SPF and DKIM.

2 SPF is the bouncer that checks the list of allowed. If the email/invitation isn't valid, the holder isn't getting in.

3 DKIM is the special stamp you put on your invitations. When prompted, valid invitation holders can reveal or reproduce that stamp and it proves that it was really from you and not tampered with.

WHAT HAPPENS IF DMARC FAILS?



EMAILS WILL SEND UNDER
SHIP@PIRATESHIP.COM



EMAILS WILL BE SENT
TO SPAM

Either way, they'll need to figure out why!

If tracking emails are automatically going to their recipients' spam folders, one of the processes failed to clear. You can use this section of our internal resource as a guide to check and take next steps.

If the emails just aren't sending, that's typically a Postmark (kind of like the USPS of emails) issue.

Either way! You should help as much as you can, but any troubleshooting you provide is a kindness!!

RETURN PATHS

IF THE DOMAIN IS THE ADDRESS OF THE PARTY,
THE RECIPIENT EMAIL IS THE SHIP TO ADDRESS,
AND DKIM IS THE STAMP
THE RETURN PATH WOULD BE THE BILLING
ADDRESS

Super important to have! If for whatever reason, the email/invitation can't be delivered, the email system uses the return path to notify you of the failure. This could be because of a faulty email address, the inbox being too full, etc.

If they're getting these notifications, most likely, things are working as intended! 🎉🎉

! Message not delivered

To: [REDACTED]@gmail.com

Message dropped - Invalid email address

Messages sent to this email address cannot be delivered, as the address is either invalid or mistyped. If this address has been blocked incorrectly, contact Freshdesk support at support@freshdesk.com.

SUMMARY

LET'S PARTY

- Domain Name: You're having a party! Are you going to have it at your house (@yourbusiness.com), your apartment (yourbusiness.store.com), or someone else's house with permission (store.com)?
- DMARC: Gotta make sure only your intended guests get invitations! Use your list of recipient email addresses (SPF) and special stamps (DKIM) to make sure the right people get in. If they're not on the guest list or the stamp doesn't look right, the invitation goes to spam.
- Return Paths: What if the friend is no longer using the email they gave or it has a typo? The PO will let you know that the invitation couldn't be delivered.

CONCLUSION

YOU ARE AWESOME JUST FOR TRYING TO HELP!

Remember:

- These are internet protocols and forces outside of Pirate Ship and can get very complicated!
- Do the best you can. Don't beat yourself up if your best is googling and sending over some articles.
- But don't underestimate yourself! Be brave!
- When in doubt! Ask them to look up resources from their domain provider and use them in tandem with Pirate Ship's resources.