

On-boarding Deliverability Procedure

Emails can be blocked for a number of reasons, however the most common ones are IP address being blocked by the recipient's email hosting server, our domain name is invalid or being blocked and the email message is being labelled as spam or spoof.

To get around this we recommend the following measures:

Whitelist IP Ranges

The IP ranges that Hubspot send emails from could be whitelisted. This might be the simplest solution as they'll be able to let through anything that comes from these addresses. Their ranges are as follows

Marketing IPs

- 192.254.127.96/27
- 18.208.124.128/25
- 198.37.146.100/30
- 158.247.16.0/20
- 3.93.157.0/24
- 54.174.60.0/23
- 143.244.80.0/20
- 54.174.53.128/30
- 54.174.59.0/24
- 54.174.63.0/24
- 54.174.52.0/24
- 50.31.44.111/32
- 139.180.17.0/24
- 54.174.57.0/24

Dedicated IP

- 158.247.16.157

Newsletter IPs

- 46.236.37.0/24
- 185.54.72.0/22
- 81.29.79.128/26
- 185.187.116.0/24



Sending Domain

- insuranceage.co.uk

Add to safe sender - From addresses that we use across the business

- info@insuranceage.co.uk – BB8 account emails
- subscription@insuranceage.co.uk – welcome, trials, renewals & invoice
- e-alerts@insuranceage.co.uk – newsletters
- forename.surname@infopro.digital.com – general marketing

These links below will show the customer how to perform an IP whitelist

Common Internal Email Servers:

[G-Suite](#)

[Microsoft 365](#)

[Microsoft Exchange Server 2010, 2013, 2016, 2019](#)

Common Spam Filters and Appliances:

[Barracuda](#)

[Spam Titan \(Page 98\)](#)

[Mimecast](#)