

KNOWLEDGE BASE · PUBLIC DOCUMENT

# A new domain sending e-mail: how to build a reputation without landing in spam

E-mail

CODE

RLX-MZ-KB-1994

VERSION

v2026.10.15

COUNTRY · LANGUAGE

Mozambique · English

## Interweb Mozambique

RLX Holdings, S.A. · Group RLX Holdings

Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

<https://www.meu.interweb.co.mz/knowledgebase/1994>



**The short answer:** a newly registered domain **has no history**, and e-mail services distrust what they do not know. If you start sending a lot, suddenly, to people who do not expect you, you land in spam. The fix is to **authenticate the domain, start small, to people who know you, and grow slowly**.

## What the site needs

| What           | What to do                                                                                                                       |
|----------------|----------------------------------------------------------------------------------------------------------------------------------|
| Authentication | SPF, DKIM and DMARC done right, before the first send: <b>SPF, DKIM and DMARC</b> .                                              |
| Start small    | The first messages go to contacts who know you and will reply. Replies tell the services your e-mail is welcome.                 |
| Grow slowly    | Raise the volume little by little, rather than going from ten to thousands overnight.                                            |
| Who receives   | Only people who asked to. A bought or copied list is the quickest way to ruin a domain: <b>Building an e-mail list legally</b> . |
| Measure        | Bounces, complaints and replies. One bounce calls for attention; several call for stopping: <b>Bounce message 550</b> .          |

## Getting started

1

Create the authentication records and confirm they pass: **Reading an e-mail header**.

2

**Use a domain audit** before sending: **Email Deliverability**.

3

**Send the first messages to people you know** (colleagues, clients, friends) and ask them to reply.

4

**Keep the sender, the name and the address always the same**, so the domain is tied to a steady behaviour.

5

**Raise the volume in stages**, watching bounces and complaints. For large lists, use a sending service of its own: **E-mail marketing without burning your domain**.

**A burned domain is slow to recover.** If you start badly, changing domain is always an option, but your company name gets tarnished. For the company's everyday e-mail, use a domain with history and leave mass sends to another, or to a service of its own.

If the domain or IP has landed on a blacklist, see **I am on a blacklist**. The IP's reverse setting counts too: **PTR and reverse DNS**.

Set up your new domain's e-mail and the messages go to spam? Open a ticket with the header of one of them.

[Open a support ticket](#)

#### SEE ALSO

**[SPF, DKIM and DMARC: why your e-mail lands in spam](#)**

**[Email Deliverability: the panel that audits your domain](#)**

**[E-mail marketing: doing it properly without burning your domain](#)**

**[Building an e-mail list legally: consent, sign-up forms and unsubscribing](#)**

**[Your domain or IP is on a blacklist: how to check and how to get off it](#)**

**[PTR and reverse DNS: why your e-mail depends on it](#)**



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**2020**

FOUNDED

**37,000+**

CLIENTS

**130+**

SIGN-UPS A DAY

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|                              |                                                                                |
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| OPENING HOURS                | Monday to Friday - 08 AM to 04 PM<br>Saturday & Sunday - Closed                |