



## Yahoo teaches consumers about CertifiedEmail on update spam site

By [Dianna Dilworth](#)

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Online giant Yahoo has relaunched its antispam site and Goodmail is the provider for all CertifiedEmail users.

The new customer site at <http://antispam.yahoo.com> is aimed at informing consumers about spam issues. Users also can learn about Goodmail and what it means to send its pre-authenticated CertifiedEmail.

"It's about making consumers understand what CertifiedEmail is," said Charles Stiles, vice president of worldwide business development at Goodmail. "We want to make sure that consumers realize that Goodmail is a safe and trusted medium."

Stiles, who for 11 years served as postmaster at AOL, recently joined Goodmail, and he is busy preparing his staff to send a staggering 1 billion messages during December.

"To put this in perspective, to date Goodmail has delivered about a billion messages. It has taken 18 months for Goodmail to send 1 billion messages, and now we expect to send 1 billion in the month of December alone," Stiles added.

He attributed this exponential growth to new partnerships with ESPs such as Epsilon, Cheetahmail and Acxiom, as well as to recent client wins including the FBI, Department of Education and other branches of the federal government.

In the meantime, Goodmail is working on a new e-mail platform that will allow video e-mails, now usually blocked by spam filters, to be sent using CertifiedEmail.

*Associate Editor Dianna Dilworth covers e-mail marketing, e-commerce, interactive and emerging media. Reach her at [dianna.dilworth@dmnews.com](mailto:dianna.dilworth@dmnews.com). To keep up with the latest developments in these areas, subscribe to our daily and weekly e-mail newsletters by visiting <http://www.dmnews.com/subscribe.php>*

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