



**RDA**

rdadeliverability.com

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**SERVICE OVERVIEW**

# Trust Monitor

Continuous domain health monitoring, reputation visibility, and priority guidance - month after month.

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**RDA**

## OVERVIEW

# What is Trust Monitor?

Email infrastructure is not static. DNS records change when new tools are added. Sending platforms update their authentication requirements. Provider rules evolve. Reputation signals shift. A domain that was correctly configured twelve months ago may have drifted into a risk position without anyone noticing.

Trust Monitor is an ongoing monthly service that keeps continuous watch over your domain health, reputation signals, and authentication status so new risks are identified and addressed before they affect business communication.

## WHY IT MATTERS

**Most email problems build quietly before they become visible. Provider rules change, tools get added, records drift, and reputation signals weaken over time. By the time a problem is obvious - emails in spam, missing client replies, a spoofed domain - the damage is already happening.**

## WHO THIS IS FOR

## Ongoing protection for professional businesses

Businesses that have completed remediation

Firms with active client email communication

Practices using CRM or outreach tools

Any business where email downtime has cost

Organisations adding new sending platforms

Businesses that want documented monthly oversight

## WHAT'S INCLUDED

# Monthly monitoring scope

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01

## Continuous Domain Health Monitoring

We monitor authentication records, DNS configuration, and alignment status on an ongoing basis - not just monthly snapshots.

02

## Reputation & Blacklist Visibility

We track your domain and sending IP reputation across major blacklist databases and provider reputation services, with immediate notification if a listing occurs.

03

## Monthly Trust Report

Each month you receive a written trust report covering your current health status, changes detected, risks identified, and actions taken or recommended.

04

## Priority Alerts on Critical Changes

If a critical change is detected - a dropped DMARC record, a new blacklist listing, or a failed DKIM key - you are notified as a priority.

05

## Corrective Guidance Included

Where monitoring identifies a new risk or configuration issue, we provide clear guidance on the correction required. Minor corrections within scope are handled directly.

06

## Provider Requirement Tracking

We monitor evolving requirements from Gmail, Outlook, and Yahoo and flag changes that may require updates to your sending configuration.

MONTHLY RETAINER

# \$199

Per month. No lock-in contract.

Designed for businesses that want documented monthly oversight and early warning before email trust issues become visible to clients.

## What you get each month

Trust Monitor operates on a monthly basis with no minimum commitment. Cancel at any time with 30 days notice. Most clients begin immediately following a completed Health Check or Remediation engagement.

- **Domain health monitoring** Continuous

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- **Reputation & blacklist scan** Continuous

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- **Written trust report** Monthly

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- **Priority alerts** As triggered

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- **Corrective guidance** As needed

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- **Provider requirement updates** As released

HOW TO GET STARTED

### Begin with a Health Check or enquire directly

We recommend completing an Email Trust Health Check before beginning Trust Monitor to establish a verified baseline. If your domain has recently been remediated, we can onboard you directly.

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