

Title (en)
ELECTRONIC MESSAGE DELIVERY WITH ESTIMATION APPROACHES

Title (de)
ELEKTRONISCHE NACHRICHTENZUSTELLUNG MIT BEWERTUNGSVERFAHREN

Title (fr)
EXPEDITION DE MESSAGES ELECTRONIQUES UTILISANT DES TECHNIQUES D'ESTIMATION

Publication
EP 1563435 A2 20050817 (EN)

Application
EP 03787031 A 20031120

Priority

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Abstract (en)
[origin: WO2004046992A2] Message delivery approaches are disclosed through which senders can guarantee that their messages are desired by intended recipients. In one embodiment, a Sender agrees with a Service Operator to pay a fine for each message that is reported as an unwanted by its Recipient. For senders that agree in advance to pay such fines, Service Operators may provide preferential message routing around "spam" filters knowing that a guarantee is in place. If the Recipient reports that the message is unwanted, the Service Operator can penalize the Sender by a fine in the agreed amount, or by modifying a bond ratio value, rating, or other experience value associated with the Sender. Estimates of the complaints expected for a Sender may be used to determine the outcomes of the tests applied by the Receiver.

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