

KNOWLEDGE BASE · PUBLIC DOCUMENT

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

E-mail

CODE

RLX-AO-KB-1976

VERSION

v2026.10.15

COUNTRY · LANGUAGE

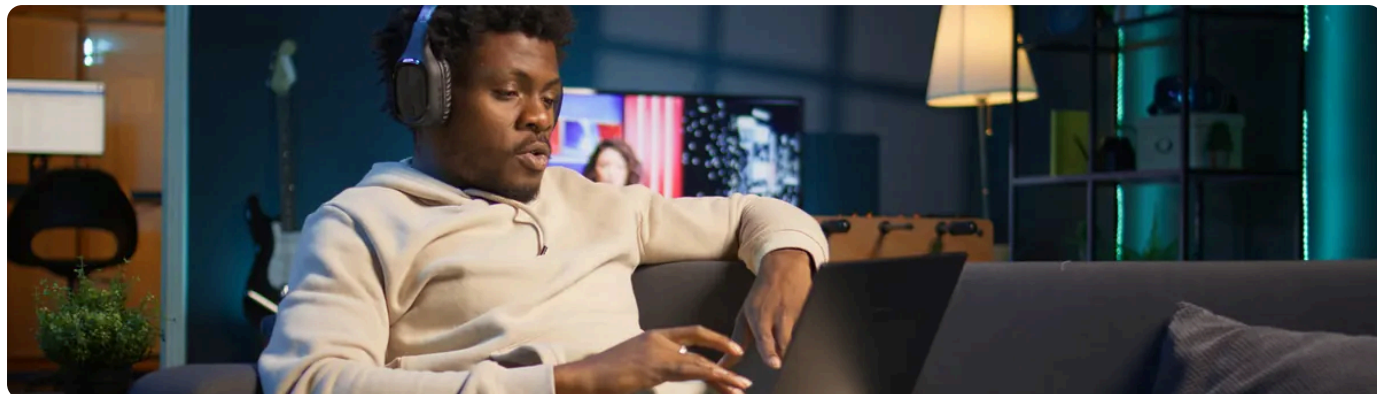
Angola · English

Interweb Angola

RLX Angola, Lda. · Group RLX Holdings

Tax ID (NIF) 500 260 5724 · Commercial registration no. 26464-25/250724

<https://www.meu.interweb.ao/knowledgebase/1976>



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: SPF, DKIM and DMARC .
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: Building an e-mail list legally .
Measure	Bounces, complaints and replies. One bounce calls for attention; several call for stopping: Bounce message 550 .

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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REGISTRATION NO.

26464-25/250724

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