



Hinge Health Marketing Email Delivery Guide for IT Teams

It is recommended that Client IT teams and/or Email Administrators complete or confirm safelisting before each Hinge Health marketing campaign deployment throughout the year.

[Hinge Health's Recommended Safelisting Method](#)

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Table of Contents

1. Background

2. Authentication & Safelisting

- Email Authentication Review: SPF, DKIM, DMARC
- Recommended Safelisting Method: Add Domains as Safe Senders/To SPAM Bypass List

3. Email Characteristics

4. Troubleshooting

1. Background

Hinge Health uses [Iterable](#), a marketing automation platform, for the delivery and tracking of email campaigns.

Completing the safelisting process helps ensure that emails sent by Hinge Health domains are delivered to members' inboxes as expected.

It is recommended that Client IT teams and/or Email Administrators complete the safelisting process (or confirm the safelisting is up to date) before **each** Hinge Health marketing campaign deployment throughout the year.

2. Authentication and Safelisting

Hinge Health actively maintains our SPF, DKIM, and DMARC records. Any email sent from hingehealth.com or any one of its subdomains is authenticated.

Instructions for safelisting Hinge Health domains are listed in [Section 2.1](#). **The recommended safelisting method includes adding Hinge Health Domains to your Safe Senders and SPAM Bypass List**, and should take IT teams about 15 minutes to complete.

*Important note to clients who use Proofpoint: Proofpoint is known to modify Hinge Health email headers and break DKIM/SPF authentication, resulting in emails falling into spam or email images not loading. Proofpoint has also been known to click all links in emails to check for

spam, which can cause inflated open, click, and unsubscribe rates. High unsubscribe rates may lead to accounts at Iterable or MailChimp being suspended. **We recommend bypassing Proofpoint as an email gateway for Hinge Health emails to your email server.**

[Add Domains to your Safe Senders/SPAM Bypass List](#)

2.1. Add Domains as Safe Senders / To SPAM Bypass List (Recommended Safelisting Method)

SPF, DKIM and DMARC

Hinge Health actively maintains our [SPF](#) and [DKIM](#) DNS records. All emails sent by Hinge Health from the hingehealth.com domain or any of its subdomains are also [DMARC](#) aligned, with enforcement set to Reject. This is the industry standard, and is a best practice allowing most of our clients to use domain-based safe senders or trusted senders lists. This method typically requires the least initial overhead and minimal maintenance.

Hinge Health's implementation and maintenance of SPF, DKIM, and DMARC means any email received from hingehealth.com or the subdomains listed below are authenticated. This allows your IT team to safely add the Hinge Health parent domain (hingehealth.com) and "from address" subdomains to bypass your SPAM filters.

RECOMMENDED ACTION FOR IT TEAMS:

Please follow the steps below to complete safelisting:

1.) Add these (5) Hinge Health sending domains as **Trusted Senders and to your **SPAM Bypass List**:**

- hingehealth.com (parent domain)
- hello1.hingehealth.com
- hello.hingehealth.com
- support1.hingehealth.com
- support.hingehealth.com

The above should take IT Teams about 15 minutes to complete. We recommend this process is completed and/or confirmed up to date **before each client campaign throughout the year.**

2.) Clients are also encouraged to review their email firewall settings for bulk email blocking rules that could block Hinge Health emails or send these emails to SPAM. It is recommended that IT teams:

- a.) Adjust the bulk email blocking rules to allow bulk emails from the Hinge Health domains to land in employee inboxes**

b.) In the event they cannot adjust bulk email rules, clients should inform Hinge Health on what their threshold for bulk emails is so Hinge Health can batch the emails into smaller quantities to send to client's eligibility file

Note: The parent domain is hinghealth.com. Whether each "from address" subdomain needs to be added as a trusted sender or just the parent domain depends on your mail and/or SPAM system.

Once you have completed/confirmed the steps in Section 2.1 in the table above, the process is complete!

The following safelisting options (2.2 & 2.3) are available, but NOT recommended. They are included for informational purposes.

If you have completed the steps in Section 2.1, there is no further action required.

(Not Recommended) 2.2. IP Whitelisting/Safelisting

We recommend completing the action in Section 2.1 to add Hinge Health's domains to your trusted senders and SPAM bypass list.

As of February 2022, email sent from Iterable may come from either an Iterable shared IP or Hinge Health dedicated IP. **You should not rely on IP safelisting** as the sole method of safelisting Hinge Health emails, as the shared IPs may be used to send email from organizations other than Hinge Health and are subject to change without notice.

If this method of safelisting is the only option, we **DO recommend** safelisting BOTH the shared and dedicated Hinge Health IPs listed below.

Hinge Health's Shared IPs (Shared IPs are subject to change)*:

Marketing/Transactional:

- 69.72.36.240
- 69.72.36.241
- 69.72.36.242
- 69.72.36.243
- 69.72.36.244
- 69.72.36.245

- 69.72.36.246
- 69.72.36.247
- 69.72.36.249
- 69.72.36.250

*Because of the nature of shared IP pools, we often see IPs rotate in and out of that shared pool as they're shared with other senders and *not dedicated to Hinge Health*. Since they rotate, we have those Shared IPs documented at a point in time but they **aren't guaranteed to stay the same**. We recommend completing the action in Section 2.1 to add domains to your trusted senders and SPAM bypass list in lieu of IP whitelisting.

Hinge Health's Dedicated IPs (Dedicated IPs do not change):

- Marketing: 69.72.36.111
- Transactional: 69.72.36.138

(Not Recommended) 2.3. UUID Content Filtering

We recommend completing the action in Section 2.1 to add Hinge Health's domains to your trusted senders and SPAM bypass list.

If the methods listed above are not feasible, Hinge Health may append a unique identifier to the bottom of the email body in the form of a UUID, which may look like:

Anti-spam ID: B3C78AD1-4CFC-4BDF-94BA-9FB419945D83

Content filters can be set up to safelist emails containing a UUID in the body of the email (hidden using white text). The UUID above is just an example. Please contact the deployment team at Hinge Health to provision a UUID for safelisting. To thwart attempts at abuse, the UUID can be changed upon request.

3. Email Characteristics

Emails sent from **Iterable** will contain the following characteristics.

Message Field	Value
Sender IP	<ul style="list-style-type: none"> - Shared IP (subject to change): Marketing/Transactional: - 69.72.36.240 - 69.72.36.241 - 69.72.36.242 - 69.72.36.243 - 69.72.36.244 - 69.72.36.245 - 69.72.36.246

	<ul style="list-style-type: none"> - 69.72.36.247 - 69.72.36.249 - 69.72.36.250 - Dedicated IP: <ul style="list-style-type: none"> - Marketing: 69.72.36.111 - Transactional: 69.72.36.138
(Header) From Domains:	<ul style="list-style-type: none"> - Shared IP: <ul style="list-style-type: none"> - Marketing: <hello1.hingehealth.com> - Transactional: <support1.hingehealth.com> - Dedicated IP: <ul style="list-style-type: none"> - Marketing: <hello.hingehealth.com> - Transactional: <support.hingehealth.com>
(Header) Reply-to Addresses:	<ul style="list-style-type: none"> - Shared IP: <ul style="list-style-type: none"> - Marketing: <marketing@hello1.hingehealth.com> - Transactional: <help@support1.hingehealth.com> - Dedicated IP: <ul style="list-style-type: none"> - Marketing: <marketing@hello.hingehealth.com> - Transactional: <help@support.hingehealth.com>
(Envelope) SMTP From:	<ul style="list-style-type: none"> - Dynamic, but ends with the Header From Domain

Emails sent from **MailChimp** will contain the following characteristics.

Message Field	Value
Sender IP	- Dynamic; see https://mailchimp.com/about/ips/
SMTP (Envelope) From:	- Dynamic; always starts with bounce-mc.us10_41030021.
(Header) From Domain:	- Hinge Health <hello@hingehealth.com>
(Header) Subject:	- Varies per campaign
(Header) Reply-to Addresses:	- Hinge Health <hello@hingehealth.com>
Body	- Varies per campaign

4. Additional Troubleshooting

As mentioned in [Section 2.1](#) above, we recommend adding the (5) domains listed (above) to your SPAM bypass list in lieu of safelisting IP addresses. Adding the domains to your Safe Senders and to the SPAM bypass list usually resolves any safelisting issues.

If test emails from Hinge Health remain undelivered after adding the domains to the SPAM bypass list, kindly check for potential impact from any other SPAM policies that may be in place.
