

Important Tout Update

Do not use Tout servers:

What happened with the merger of Marketo and Tout is that Tout sending servers have begun to hit the spam folder.

This is NOT a big problem, instead of using Tout servers, you just need to use your own server via SMTP or send through your Gmail/Google Apps account.

<https://help.toutapp.com/hc/en-us/articles/203645290-How-to-Set-Up-ToutApp-With-Your-Own-SMTP-Server>

OPTIONAL: Added domain protection advice

1. Instead of using your home domain, buy a domain like, getyourdomain.com, tryyourdomain.com
2. Use the email sender name@getyourdomain.com - make sure to use a person's name and from name.
3. Inside the email body, don't use your primary home domain. Use the sending domain link for to your domain, do a redirect on the domain to go to your main domain.

Why? This is backup protection on your home domain reputation.