postmetry

T

What's inside the newsletter from

theSkimm

Sender	dailyskimm@morning7.theskimm.com
Sector	Telecom & media
Emails read	20 campaigns, 1 transactional
Period	October 2026

Our address received its first email in October 2026, after the CNIL recommendation was published (April 14, 2026).

Overall score

A B C **D** 65/100 E F

The main finding

An open-tracking pixel is present on the last 3 campaigns.

It is the first of 12 points to fix. The highest score is deliverability (100/100), the lowest compliance (36/100), better than 38% of the 503 brands measured.

Marketing
20 campaigns

October 2026 · calculated on 24 October

Compliance

36 /100

better than 38% of the 503 brands measured

Deliverability

100 /100

better than 45% of the 503 brands measured

Technical

75 /100

better than 47% of the 503 brands measured

Experience

55 /100

better than 31% of the 503 brands measured

12 points to fix

Each line leads to the criterion in its family, with the excerpt that establishes it and how to fix it.

Priority

An open-tracking pixel is present

Criterion “No open-tracking pixel” · Compliance · on the last 3 campaigns

−30 pts
out of 30 in Compliance

```
<img src="https://i.skimm.us/lpbdrSdo.gif" alt="" width="1" height="1" style="v…
```

Open tracking is turned off in the tracking settings, at the campaign or account level.

Priority

The recipient has no control over tracking

Criterion “The recipient keeps control over tracking” · Compliance · measured on 19 campaigns

−20 pts
out of 20 in Compliance

A path separate from the unsubscribe link leads to a preference centre where the recipient can refuse tracking (opens, clicks) without unsubscribing.

To review

Some links become invisible when images are blocked

Criterion “All links stay visible with images blocked” · Experience · on all 19 campaigns

−15 pts
out of 15 in Experience

Every important action (main button, unsubscribe) exists as text or as an HTML button, not only as a clickable image.

To review

No plain-text version accompanies the message

Criterion “The message can be rendered outside HTML” · Experience · measured on 19 campaigns

−15 pts
out of 15 in Experience

To review

The message puts obstacles in the way of assistive technology

Criterion “The message stays readable with assistive technology” · Experience · measured on 19 campaigns

−14.7 pts
out of 20 in Experience

To review

No untracked path leads to the site

Criterion “An untracked path leads to the site” · Compliance · on all 19 campaigns

−10 pts
out of 10 in Compliance

To review

A remote stylesheet is called

Criterion “No remote stylesheet” · Technical · on all 19 campaigns

−10 pts
out of 10 in Technical

Secondary

The HTML shows formal deviations

Criterion “Well-formed HTML” · Technical · measured on 19 campaigns

−6.5 pts
out of 15 in Technical

Secondary

The message does not say who is writing or under which rules

Criterion “The message says who is writing and under which rules” · Compliance · measured on 19 campaigns

−4.5 pts
out of 15 in Compliance

Secondary

Some links lead nowhere

Criterion “Every link leads somewhere” · Technical · on 6 of the 19 campaigns

−3.2 pts
out of 10 in Technical

Secondary

The HTML exceeds Gmail's clipping threshold

Criterion “HTML under Gmail's clipping threshold” · Technical · on 1 of the 19 campaigns

−1.3 pts
out of 25 in Technical

Secondary

The message reads poorly without its images or does not announce itself in the inbox

Criterion "The message makes sense without its images, from the inbox on" · Experience · measured on 19 campaigns

−0.7 pts

out of 25 in Experience

12 criteria met, including « Unsubscribing is possible and announced » and « DKIM signature validated ». They are listed in their family, below.

Every send, at the time it arrived

One dot per message received by our subscription since October. Tap a dot to open it; the arrows move from one send to the next.

Technical reading of the send of Oct. 23, 2026 →

20

campaigns in 2 weeks

about 10 a week, in October

7 days a week

every day of the week

2 to 6 campaigns depending on the day

12 h

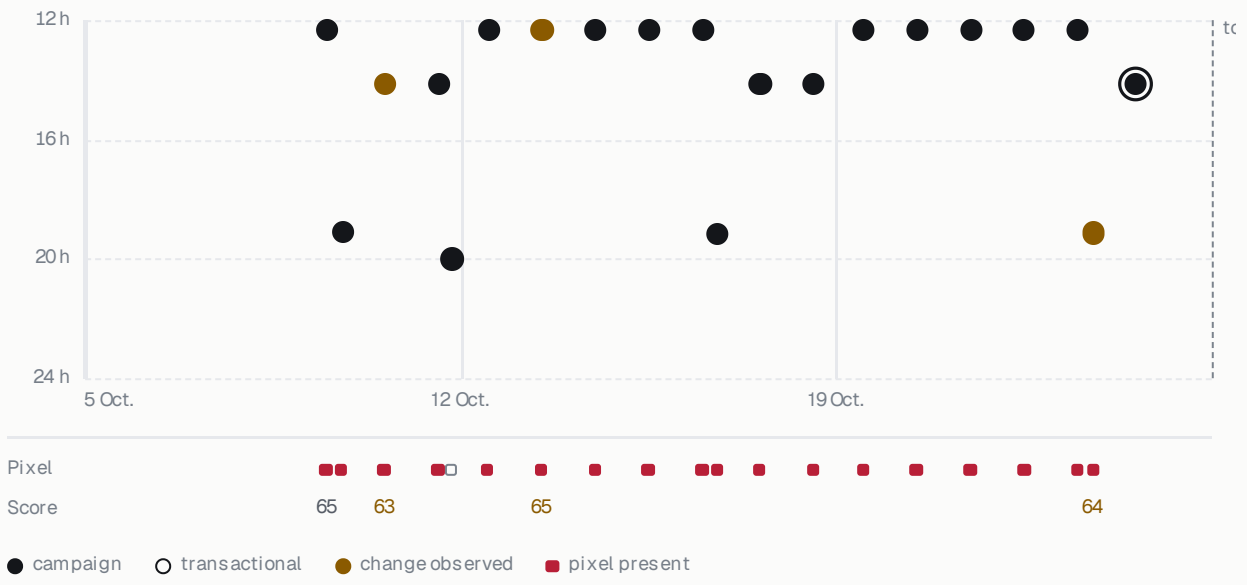
favourite sending hour

55% of campaigns arrive between 12:00 and 13:00

24 Oct.

last send received

« When the Apple Watch Ruins Your Hang ⌚ »



Campaign 20 of 20

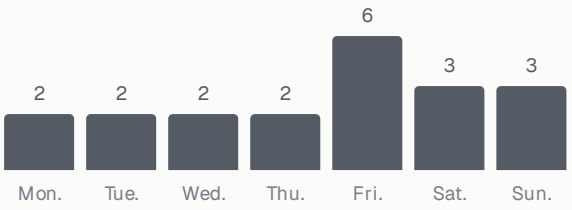
Saturday 24 Oct., 14:09

When the Apple Watch Ruins Your Hang ⌚

Type	Marketing campaign
Score	analysis in progress

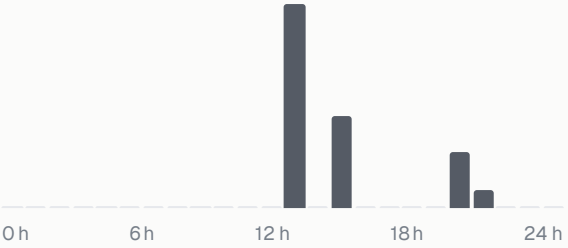
Sending day

Tap a bar to find its sends on the timeline.



Arrival time

Hour by hour, on the 20 campaigns.



3 changes observed since October

Each campaign is compared with the previous one, criterion by criterion.

10 Oct.	The detail of this change, criterion by criterion, is reserved for the Pro version. confirmed by the next campaign · the per-send score goes from 65 to 63
13 Oct.	The detail of this change, criterion by criterion, is reserved for the Pro version. confirmed by the next 3 campaigns · the per-send score goes from 63 to 65
23 Oct.	The detail of this change, criterion by criterion, is reserved for the Pro version. to be confirmed by the next send · the per-send score goes from 65 to 64

Criteria in detail

The 24 criteria + 1 bonus

12 met · **6** partly met · **6** not met · **0** not observable

Compliance

These checks cover what the send imposes on the recipient and what it leaves them: measurement of their behaviour, ways to leave, tracking of their objection.

Tracking pixels: the CNIL rule Method, Compliance family

better than 38% of the 503 brands measured

The calculation · 36 pts out of 100

2 met · 1 partly met · 3 not met

Weight of each criterion in the score.

No open-tracking pixel

Not met

0/30 pts

Open-tracking pixel detected on the last 3 campaigns

0 points out of 30 — met on 0 of the last 3 campaigns.

An invisible image tells the sending platform that the message was opened, when, and from which device: this is individual tracking of reading behavior, and the recipient sees none of it. The message does not say whether they consented or objected — that choice lives in the sending platform, not in the email.

Served from `skimm.us`.

The excerpt that establishes it

```
<img src="https://i.skimm.us/lpbdrSdo.gif" alt="" width="1" h
eight="1" style="vertical-align: middle;">
```

How to fix it

Open tracking is turned off in the tracking settings, at the campaign or account level. Look for “open tracking”.

Turning it off loses the open rate — a measure already largely distorted by mailbox privacy protections, which preload images — and changes nothing about the click rate.

Met when no tracking pixel is present. A single pixel is enough for the criterion not to be met on an email.

CNIL 14/04/2026·LIL art.82 · PM-PRIV-001 · The detection rule

Unsubscribing is possible and announced

Met — 15 pts

Unsubscribing is announced, in the header and in the body on 19 campaigns

15 points out of 15 — share of observations met across 19 campaigns.

Met when the message announces unsubscribing in its headers, through a page rather than an email to write, and in its body. The detail says which of the two is missing. Not applicable to a transactional email.

What was measured — 2 met out of 2

- Unsubscribe announced in the header, through a page on 19 campaigns — Met
- Unsubscribe link in the body on 19 campaigns — Met

RFC 2369 · PM-PRIV-002

RFC 2369 — The Use of URLs as Meta-Syntax for Core Mail List Commands (https://www.rfc-editor.org/rfc/rfc2369)

The recipient keeps control over tracking

Not met — 0/20 pts

The recipient has no control over tracking — none of the 2 measures is met

0 points out of 20 — share of observations met across 19 campaigns.

How to fix it

A path separate from the unsubscribe link leads to a preference centre where the recipient can refuse tracking (opens, clicks) without unsubscribing. Most email platforms offer this page; otherwise it goes in the template footer, with its own link, named for what it does (“manage my preferences”, “refuse tracking”).

The page takes an afternoon to set up and then serves every send. It is what the CNIL recommendation expects from an email that measures how its readers behave.

Two measures: does the unsubscribe link go through a tracker, and does a separate path lead to a preference center or to refusing tracking? Neither establishes that a refusal succeeds — checking would require following the link, which would record a click on the sending platform's side. They describe the control left to the recipient, not the result they would get.

What was measured — 0 met out of 2

- Tracked unsubscribe link on the 19 campaigns concerned Not met
- No separate path to refuse tracking on the 18 campaigns concerned Not met

CNIL 14/04/2026·Postmetry · PM-PRIV-003

The message says who is writing and under which rules

Partly met

10.5/15 pts

No link leads to the privacy policy (17 of 19 campaigns concerned) (2 of 3 measures met)

10.5 points out of 15 — share of observations met across 19 campaigns.

How to fix it

The footer of the message names the sender (company name, postal address) and links to its privacy policy with a direct link to the website, not through a tracking domain. These details go once into the base template and then appear in every send.

Nothing to lose: these lines already exist on the website; they only need to be carried over.

A commercial email must make it possible to identify the advertiser (CPCE, article L. 34-5), and the recipient must be able to know who processes their data. This indicator groups what a message can show of it.

What was measured — 2 met out of 3

- The message names its sender on 19 campaigns Met
- A reply to the message is possible on 19 campaigns Met
- No link leads to the privacy policy (17 of 19 campaigns concerned) Partly met

CPCE L.34-5·directive 2000/31 art.6·CAN-SPAM · PM-PRIV-004

An untracked path leads to the site

Not met

0/10 pts

Every link to the site goes through a tracker on the 19 campaigns concerned

0 points out of 10 — met on 0 of 19 campaigns concerned.

A recipient who simply wants to visit the site has no option but to go through the click counter.

How to fix it

At least one link in the message points directly to the brand's domain, without going through the platform's redirect domain: the logo, the legal notice or the privacy policy will do. In the editor this is set link by link ("do not track this link", "disable click tracking") or through an exclusion list in the account settings.

An untracked link does not count in measured clicks; choosing the logo or the footer takes nothing away from the clicks that matter.

Met when at least one link in the message leads to the brand's site without going through a click counter.

Postmetry · PM-PRIV-005

No recipient identifier in the message ■ Met

10 pts

No recipient identifier in the message on 19 campaigns

10 points out of 10 — met on 19 of 19 campaigns concerned.

Met when the recipient's address appears — neither in clear, nor encoded, nor hashed — in no URL and no proprietary header. Addressing headers do not count: they carry it by design.

Postmetry · RGPD art.4 en repère · PM-PRIV-020

Deliverability

100
out of 100

These checks read the authentication verdict set by our server when the message arrived. This verdict is dated by construction: we never recalculate it, which would query today's DNS rather than the DNS of the day the email was sent.

Gmail sender requirements ↗ (https://support.google.com/a/answer/81126)
Yahoo requirements ↗ (https://senders.yahooinc.com/best-practices/) Method, Deliverability family

better than 45% of the 503 brands measured

The calculation · 85 pts out of 85, scaled to 100

6 met

20	20	15	10	15	5

Weight of each criterion in the score.

DKIM signature validated ■ Met

20 pts

Valid DKIM signature on 19 campaigns

20 points out of 20 — met on 19 of 19 campaigns concerned.

Met when our receiving server validated the DKIM signature of the email.

RFC 6376 · RFC 8601 · PM-DELIV-001
RFC 6376 — DomainKeys Identified Mail (DKIM) Signatures (https://www.rfc-editor.org/rfc/rfc6376)
RFC 8601 — Message Header Field for Indicating Message Authentication Status (https://www.rfc-editor.org/rfc/rfc8601)

DMARC alignment validated ■ Met

20 pts

DMARC alignment verified on 19 campaigns

20 points out of 20 — met on 19 of 19 campaigns concerned.

Met when the domain shown in the sender matches the one that authenticated the message.

RFC 9989 · PM-DELIV-002
RFC 9989 — Domain-Based Message Authentication, Reporting, and Conformance (DMARC) (https://www.rfc-editor.org/rfc/rfc9989)

DMARC policy that helps keep out some impersonation ■ Met

15 pts

Active DMARC policy on 19 campaigns

15 points out of 15 — met on 19 of 19 campaigns concerned.

Met when the published policy is “reject” or “quarantine”. A “none” policy asks nothing of mail providers: it is published with no effect on messages that impersonate the domain.

RFC 9989 §4.7 · PM-DELIV-003 · RFC 9989 — section 4.7, "p" tag (https://www.rfc-editor.org/rfc/rfc9989#section-4.7)

No SPF failure — Met

10 pts

No SPF failure on 19 campaigns

10 points out of 10 — met on 19 of 19 campaigns concerned.

Met when SPF does not fail. An SPF "none" alongside a valid DKIM and DMARC is a common and legitimate configuration: it is not penalized.

RFC 7208 · PM-DELIV-004

RFC 7208 — Sender Policy Framework (SPF) for Authorizing Use of Domains in Email (https://www.rfc-editor.org/rfc/rfc7208)

One-click unsubscribe, as defined by RFC 8058 — Met

15 pts

One-click unsubscribe as defined by RFC 8058 on 19 campaigns

15 points out of 15 — share of observations met across 19 campaigns.

Met when the "List-Unsubscribe" header carries an https address and "List-Unsubscribe-Post" is exactly "List-Unsubscribe=One-Click". This is what Gmail and Yahoo require of bulk senders: the mailbox's button then acts without opening a page. Not applicable to a transactional email.

What was measured — 2 met out of 2

- The unsubscribe header carries an https address on 19 campaigns — Met
- One-click unsubscribe announced on 19 campaigns — Met

RFC 8058 · Gmail et Yahoo · PM-DELIV-005

A DKIM signature that covers what matters — Met

5 pts

The DKIM signature covers what matters in the message on 19 campaigns

5 points out of 5 — share of observations met across 19 campaigns.

What the signature covers, not only that it passes: an algorithm accepted by RFC 8301, the whole body signed, the From, Subject, Date and List-Unsubscribe headers signed, a signature not expired on receipt. Not applicable without a DKIM signature.

What was measured — 3 met out of 3

- Accepted signing algorithm on 19 campaigns — Met
- Whole body signed on 19 campaigns — Met
- Essential headers signed on 19 campaigns — Met
- Signature valid on receipt — Not applicable

RFC 6376 · RFC 8301 · PM-DELIV-006

Technical

These checks cover what email clients actually do with the message: truncation, style blocks removed, resources never loaded. Each threshold states where it comes from: the documented behaviour of an email client, a specification, or our own method.

Support by email client (caniemail) ↗ (https://www.caniemail.com/) Method, Technical family

better than 47% of the 503 brands measured

The calculation · 64 pts out of 85, scaled to 100

2 met · 3 partly met · 1 not met

Weight of each criterion in the score.

HTML under Gmail's clipping threshold

Partly met

23.7 / 25 pts

HTML over Gmail's clipping threshold (1 of 19 campaigns concerned)

23.7 points out of 25 — met on 18 of 19 campaigns concerned.

How to fix it

Weight comes down by removing unused CSS, deleting duplicated hidden blocks (mobile and desktop versions of the same content), removing comments and Outlook conditional code that is no longer needed, and embedding no base64 images. Most editors show the HTML weight before sending.

Above 102 KB, Gmail clips the message and shows “View entire message”: the footer, the legal notices and the unsubscribe link drop out of the first read.

Met when the HTML part stays under 102 KB. Beyond that, Gmail cuts off the end of the message — and the end is where the unsubscribe link and the notices are.

Gmail · PM-TECH-001

A shallow template

Met

20 pts

Shallow template on 19 campaigns

20 points out of 20 — share of observations met across 19 campaigns.

Met when layout tables are nested no more than 6 levels deep. Beyond that, the Word engine shared by desktop Outlook and the diverging clients each render the template their own way.

What was measured — 1 met out of 1

- Lightly nested layout tables on 19 campaigns Met

Postmetry · PM-TECH-002

Well-formed HTML

Partly met

8.5 / 15 pts

The HTML shows formal deviations — 2 of 4 measures met

8.5 points out of 15 — share of observations met across 19 campaigns.

How to fix it

Form errors (unclosed tags, duplicated attributes, invalid table/div nesting) come from blocks pasted between editors or from hand edits in the code. Run the HTML through a validator before sending, and fix it at the source in the template rather than in each campaign.

Malformed HTML renders differently from one email client to another, and it is the most common cause of a broken display in Outlook or on mobile.

A doctype, a character set declared in the document, balanced tags and unique identifiers. Each client repairs incomplete markup its own way, which is what makes rendering unpredictable. End tags that HTML makes optional do not count.

What was measured — 2 met out of 4

- Doctype declared on 19 campaigns Met
- Character set declared in the HTML on 19 campaigns Met
- Tags left open or closed without opening (15 of 19 campaigns concerned) Partly met
- Repeated identifiers (18 of 19 campaigns concerned) Partly met

WHATWG · PM-TECH-030

Every link leads somewhere

Partly met

6.8/10 pts

Some links lead nowhere (6 of 19 campaigns concerned)

6.8 points out of 10 — met on 13 of 19 campaigns concerned.

How to fix it

Every link has an absolute https target; no `href="#"`, no `href=""`, no relative link and no `mailto:` without an address. Empty links most often come from a block copied from an earlier template, or from a button whose URL was never filled in in the editor.

An empty link loses the click and signals a message put together in a hurry; the fix is a review of the link list before sending, which most editors offer.

Met when no link is empty, reduced to "#" or written as "javascript:". Such a link leads nowhere, and most clients neutralise it. Not applicable if the message contains no link.

Postmetry · PM-TECH-031

No remote stylesheet

Not met

0/10 pts

Remote stylesheet declared on the 19 campaigns concerned

0 points out of 10 — met on 0 of 19 campaigns concerned.

How to fix it

CSS rules go inside the message, in a `<style>` block or inline on the elements; no `<link rel="stylesheet">` and no `@import` pointing to a server. Remote fonts are not counted here: most clients ignore them, but they break nothing.

Gmail, Outlook and most clients do not load a remote stylesheet: the message shows without its styles for most readers.

Met when the message calls no external stylesheet, through "link" or "@import". Several clients never load them. A font stylesheet does not count: without it, the text falls back to another font.

caniemail · PM-TECH-020 · <link> in an email — support by client (https://www.caniemail.com/features/html-link/)

The message follows the shape of an email

Met

5 pts

The message follows the shape of an email on 19 campaigns

5 points out of 5 — share of observations met across 19 campaigns.

Lines of 998 bytes at most, readable Message-ID and Date, a character set announced on every text part, a transfer encoding consistent with the content (RFC 5322, RFC 2045). Most servers tolerate these deviations, each in its own way.

What was measured — 5 met out of 5

- Lines of 998 bytes at most on 19 campaigns Met
- Well-formed Message-ID on 19 campaigns Met
- Readable date on 19 campaigns Met
- Character set announced on every text part on 19 campaigns Met
- Consistent transfer encoding on 19 campaigns Met

RFC 5322 · RFC 2045 · PM-TECH-010

55
out of 100

Experience

Four questions about what becomes of the message once received: does it stay understandable, can the recipient still act, can a client render it, can a screen display it. Automatic detection only covers what is declared in the message.

WCAG 2.2 ↗ (https://www.w3.org/TR/WCAG22/) Method, Experience family

better than 31% of the 503 brands measured

The calculation · 55 pts out of 100

2 met · 2 partly met · 2 not met · 1 bonus

25	15	15	10	20	15

Weight of each criterion in the score.

The message makes sense without its images, from the inbox on

Partly met

24.3/25 pts

Preheader missing, too short or too long (1 of 19 campaigns concerned) (1 of 2 measures met)

24.3 points out of 25 — share of observations met across 19 campaigns.

How to fix it

A preheader of 40 to 130 characters, in real text, follows the subject in the inbox; every meaningful image has an `alt` attribute that says what it shows; the main message is in text, not inside an image. In the editor, the preheader is a dedicated field, and the `alt` is filled in image by image.

Half of readers see the message without images when it first opens. An `alt` and a preheader take a minute per campaign.

Met when the message keeps at least 200 readable characters with images blocked, and a preheader of 40 to 130 characters announces it in the message list. Without a preheader, the inbox shows the first text of the body instead — often “View in browser”.

What was measured — 1 met out of 2

- At least 200 characters remain readable with images blocked on 19 campaigns Met
- Preheader missing, too short or too long (1 of 19 campaigns concerned) Partly met

Postmetry · PM-EXP-001

The message can be rendered outside HTML

Not met

0/15 pts

No plain-text version accompanies the message on the 19 campaigns concerned (0 of 1 measures met)

0 points out of 15 — share of observations met across 19 campaigns.

How to fix it

The text version (`text/plain`) comes with the HTML and carries the content and the links, not just a sentence saying “open this message in your browser”. Email platforms generate it from the HTML when the option is on (“auto-generate plain text”).

This is the version that watches, screen readers and some business clients read; spam filters also use it, comparing the two versions.

Met when a text version comes with the email and carries the essentials: at least 60% of its text and 80% of its links. A client that does not display HTML falls back on it; reduced to “view the web version”, it renders nothing.

What was measured — 0 met out of 1

- No plain-text version accompanies the message on the 19 campaigns concerned — Not met
- The text version carries the message's text — Not applicable
- The text version carries the message's links — Not applicable

Postmetry · `PM-EXP-002`

All links stay visible with images blocked

Not met

0/15 pts

Some links become invisible with images blocked on the 19 campaigns concerned

0 points out of 15 — met on 0 of 19 campaigns concerned.

How to fix it

Every important action (main button, unsubscribe) exists as text or as an HTML button, not only as a clickable image. For an image button, an `alt` that names the action and a background colour on the cell keep the area visible even without the image.

With images blocked, an image button becomes an empty rectangle: the reader does not know where to click.

Met when no link is carried by a single image without alternative text: such a link leaves nothing on screen. Not applicable if the message contains no links.

Postmetry · `PM-EXP-003`

Tap targets large enough

Met

10 pts

Tap targets of sufficient size on 19 campaigns

10 points out of 10 — met on 19 of 19 campaigns concerned.

Met when no sized tap target falls below 24 px a side (WCAG 2.2, criterion 2.5.8). Only targets with a declared dimension are measured; the criterion's exceptions — a target within a line of text, sufficient spacing — are not. Not applicable if the message declares no dimensions.

WCAG 2.2 — 2.5.8 · `PM-EXP-004`

WCAG 2.2 — Target Size (Minimum), success criterion 2.5.8, level AA (https://www.w3.org/TR/WCAG22/#target-size-minimum)

The message stays readable with assistive technology

Partly met

5.3/20 pts

The message puts obstacles in the way of assistive technology — 1 of 4 measures met

5.3 points out of 20 — share of observations met across 19 campaigns.

How to fix it

Four fixes, all in the template: declare the message language on the `<html>` tag (`lang="en"` for an email in English), describe each content image in its `alt` attribute, mark layout tables with `role="presentation"`, and write links that say where they lead rather than “click here”.

The criterion detail shows which ones are missing from your emails; the others are already met.

A decorative image — divider, spacer — keeps an empty `alt=""`: that is what keeps it silent, not an oversight.

Declared language, described content images, layout tables marked as such, link texts that say where they lead: what a screen reader needs to render the message. The detail says which of these measures is missing.

What was measured — 1 met out of 4

- Message language declared on 19 campaigns — Met
- Some content images are not described on the 19 campaigns concerned — Not met
- Layout tables announced as data tables (18 of 19 campaigns concerned) — Partly met
- Some links do not say where they lead on the 19 campaigns concerned — Not met

WCAG 2.2 · RGAA · PM-EXP-005

HTML Standard — The lang and xml:lang attributes (https://html.spec.whatwg.org/multipage/dom.html#the-lang-and-xml:lang-attributes)

HTML Standard — Requirements for providing text to act as an alternative for images (https://html.spec.whatwg.org/multipage/images.html#alt)

The message declares its adaptation to screens

Met

15 pts

The message declares its adaptation to screens on 19 campaigns

15 points out of 15 — share of observations met across 19 campaigns.

Met when the message declares its viewport and its adaptation to screen width. Without them, it displays on a phone at its original width, and is read by zooming and scrolling sideways.

What was measured — 2 met out of 2

- Viewport declared on 19 campaigns — Met
- Adaptation to screen width declared on 19 campaigns — Met

W3C · PM-EXP-026 · CSS Device Adaptation — the viewport tag (https://www.w3.org/TR/css-device-adapt-1/)

Media Queries Level 4 (https://www.w3.org/TR/mediaqueries-4/)

Dark mode declared

Bonus point not earned

+0 pts

The message does not declare its support for dark mode on the 19 campaigns concerned

0 points out of 5 — met on 0 of 19 campaigns concerned.

Earned when the message declares `color-scheme` or a `prefers-color-scheme` rule. No standard requires it — clients that force dark mode invert the colors themselves — but declaring it leaves control to the template rather than to the mail client.

caniemail · PM-EXP-027

FINDINGS OUTSIDE SCORING

Observed, not scored

These findings are not part of any score: their threshold has no citable source. They are still shown in full.

Every link in the message goes through a tracker

recognized by a tracking subdomain under the brand's name

Each click is recorded and tied to the recipient before being redirected. No link leads directly to the site: there is no way to visit the brand from this message without being measured.

▼ The evidence — excerpt from your email

```
https://link.theskimm.com/click/***/***/***
```

```
https://link.theskimm.com/click/***/***/***
```

```
https://link.theskimm.com/click/***/***/***
```

Reading notes

How to read this page

01 **A criterion that is not observable or not applicable leaves the calculation.** It stays listed, never counted as zero: its weight leaves the denominator rather than weighing as a failure.

02 Each line describes an **observable finding**, with the excerpt that establishes it. No legal qualification is ever attached to it.

03 The measurements come from **deterministic analyzers**: the same message always gives the same result, and a disputed finding can be redone identically from the archive.

04 Every share is published **on an observed basis**, and names it: “26 of 30 brands analyzed.” A brand with no email received enters no denominator.

05 The **deliverability score is borrowed**: its verdict comes from the server that received the message. All the other families come from our own analyzers.

Does this analysis speak to you?

Get theSkimm's changes

One email when a criterion changes state, nothing else.

Do you work at theSkimm?

Let's go through it together, in 20 minutes.

We go over the 12 points with you, the evidence for each and the order in which to fix them. By video call, no commitment.

Claim the brand: transactional emails, alerts, dated evidence.

The Pro version

Full history, before and after, alerts.

This report can also be read online, with a preview of each email:
https://postmetry.com/en/marque/theskimm/