postmetry

V

What's inside the newsletter from

# Voyage Privé

| | |
|---|---|
| Sender | contact@communication.voyage-prive.com |
| Sending platform | Adobe Campaign |
| Sector | Travel & leisure |
| Emails read | 33 campaigns, 2 transactional |
| Period | August 2026 |

Our address was subscribed in August 2026, after the CNIL recommendation was published (April 14, 2026).

Overall score

A B **C** 75/100 D E F

The main finding

## An open-tracking pixel is present on all 2 transactional messages.

It is the first of 5 points to fix. The highest score is deliverability (100/100), the lowest compliance (28/100), better than 37% of the 643 brands measured.

**Transactional**
2 messages

August 2026 · calculated on 23 November

### Compliance

**28** /100

better than 37% of the 643 brands measured

### Deliverability

**100** /100

better than 42% of the 642 brands measured

### Technical

**100** /100

better than 74% of the 643 brands measured

### Experience

**100** /100

better than 99% of the 643 brands measured

## 5 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 all 2 transactional messages

−35 pts
out of 35 in Compliance

```
<img height="0" width="0" alt="" src="https://t16.communication.voyage-prive.co…
```

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

Priority

**No separate path to refuse tracking**

Criterion “The recipient keeps control over tracking” · Compliance · measured on 2 transactional messages

−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.

Priority

**The recipient's address is written into the message**

Criterion “No recipient identifier in the message” · Compliance · on all 2 transactional messages

−10 pts
out of 10 in Compliance

```
header:X-KumoRef partie_locale:base64 · href partie_locale:base64
```

Links carry no email address, contact identifier or automatic login token in their parameters.

Secondary

**No link leads to the privacy policy**

Criterion “The message says who is writing and under which rules” · Compliance · measured on 2 transactional messages

−6.7 pts
out of 20 in Compliance

Secondary

**Some content images are not described**

Criterion “The message stays readable with assistive technology” · Experience · measured on 2 transactional messages

−5 pts
out of 20 in Experience

**17 criteria met**, including « An untracked path leads to the site » and « DKIM signature validated ».
They are listed in their family, below.

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## Every send, at the time it arrived

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

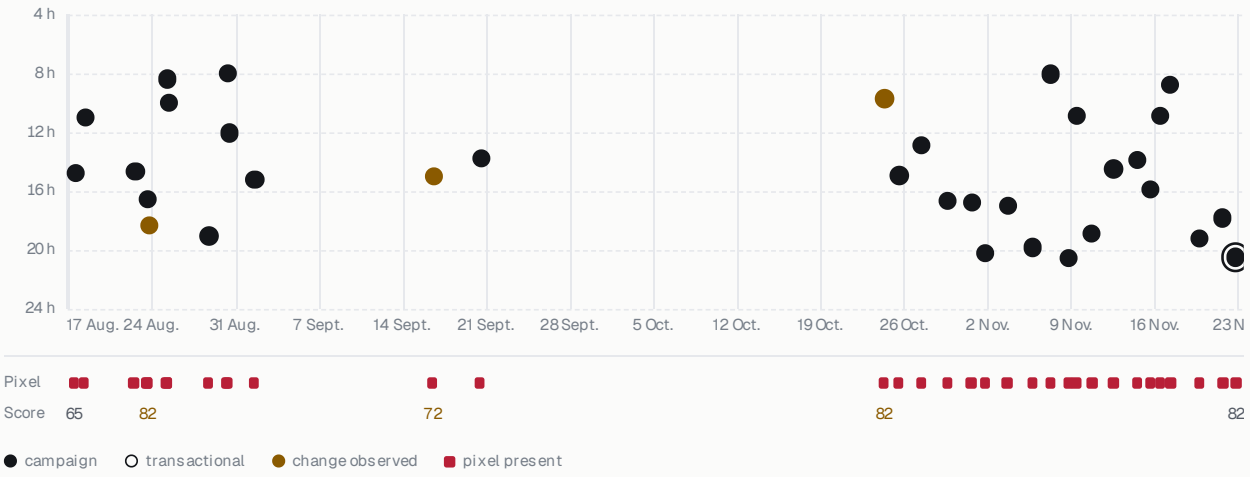
Technical reading of the send of Aug. 15, 2026 →

**33**
campaigns in 14 weeks
about 2.4 a week, from August to November

**7 days a week**
every day of the week
1 to 10 campaigns depending on the day

**10 h – 21 h**
arrival window
28 of the 33 campaigns

**22 Nov.**
last send received
« 🏝️ Polynésie, Croisière sur le Nil dès 914€/7 nuits, Algarve… »




Campaign 33 of 33

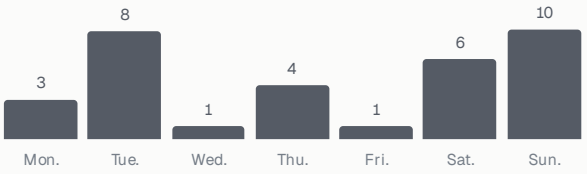
Sunday 22 Nov., 20:31

### 🏝️ Polynésie, Croisière sur le Nil dès 914 €/7 nuits, Algarve jusqu'à -80%

| | |
|---|---|
| Type | Marketing campaign |
| Score | 82 / 100 |
| Pixel | Present, detected by its size |

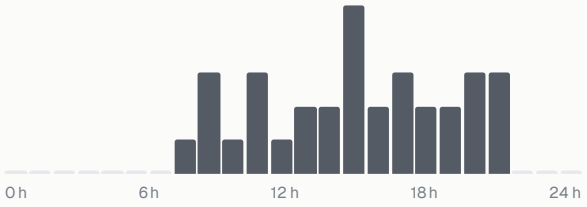
#### Sending day

Tap a bar to find its sends on the timeline.




#### Arrival time

Hour by hour, on the 33 campaigns.




#### 3 changes observed since August

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

| | |
|---|---|
| 23 Aug. | The detail of this change, criterion by criterion, is reserved for the Pro version.<br>confirmed by the next campaign · the per-send score goes from 65 to 82 |
| 16 Sept. | The detail of this change, criterion by criterion, is reserved for the Pro version.<br>confirmed by the next campaign · the per-send score goes from 82 to 72 |
| 24 Oct. | The detail of this change, criterion by criterion, is reserved for the Pro version.<br>confirmed by the next 19 campaigns · the per-send score goes from 72 to 82 |

## Criteria in detail

The 24 criteria + 1 bonus

**17** met · **2** partly met · **3** not met · **0** not observable · **2** not applicable




## 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 37% of the 643 brands measured

**The calculation** · 28 pts out of 100 — 1 met · 1 partly met · 3 not met · 1 not applicable




Weight of each criterion in the score.

### No open-tracking pixel — Not met — 0/35 pts

Open-tracking pixel detected on the 2 transactional messages concerned

0 points out of 35 — met on 0 of 2 transactional messages concerned.

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 `voyage-prive.com`.

The excerpt that establishes it

```
<img height="0" width="0" alt="" src="https://t16.communicati
on.voyage-prive.com/r/?id=***,49b0d72,1">
```

**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

Loi Informatique et Libertés, article 82 (https://www.legifrance.gouv.fr/loda/article_lc/LEGIARTI000037813978/)

CNIL, délibération n° 2026-042 du 12 mars 2026, publiée au JO le 14 avril 2026 — champ d'application (https://www.cnil.fr/sites/default/files/2026-04/recommandation-pixels_de_suivi.pdf)

CNIL, foire aux questions du 22 juillet 2026 (https://www.cnil.fr/fr/faq-recommandation-pixels-courriers-electroniques)

CNIL, délibération n° 2026-042 du 12 mars 2026, publiée au JO le 14 avril 2026 — retrait du consentement (https://www.cnil.fr/sites/default/files/2026-04/recommandation-pixels_de_suivi.pdf)

### Unsubscribing is possible and announced — Not applicable — not applicable

This measurement did not apply to any of the emails received. It **drops out of the denominator**: it is never counted as a failure.

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.

RFC 2369 · PM-PRIV-002

### The recipient keeps control over tracking — Not met — 0/20 pts

No separate path to refuse tracking on the 2 transactional messages concerned (0 of 1 measures met)

0 points out of 20 — share of observations met across 2 transactional messages.

**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 1

- Untracked unsubscribe link — no emails concerned — Not observable
- No separate path to refuse tracking on the 2 transactional messages concerned — Not met

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

### The message says who is writing and under which rules — Partly met

13.3/20 pts

No link leads to the privacy policy on the 2 transactional messages concerned (2 of 3 measures met)

13.3 points out of 20 — share of observations met across 2 transactional messages.

**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 2 transactional messages — Met
- A reply to the message is possible on 2 transactional messages — Met
- No link leads to the privacy policy on the 2 transactional messages concerned — Not met

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

### An untracked path leads to the site — Met

15 pts

An untracked path leads to the site on 2 transactional messages

15 points out of 15 — met on 2 of 2 transactional messages concerned.

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 — Not met

0/10 pts

The recipient's address is written into the message on the 2 transactional messages concerned

0 points out of 10 — met on 0 of 2 transactional messages concerned.

Base64-encoded or hashed, it is still the address: a hash is recovered by hashing a list of known addresses. Placed in a URL or a header, it travels wherever the message goes — redirect server logs, analytics tools, browser history.

The excerpt that establishes it

```
header:X-KumoRef partie_locale:base64 · href partie_locale:ba
se64
```

**How to fix it**

Links carry no email address, contact identifier or automatic login token in their parameters. In the email platform, these come from merge variables inserted into URLs (`?email={{contact.email}}`, `?uid=…`): remove them from the template's links, and turn off login-by-link if it is offered.

The platform still identifies the recipient for tracked clicks; what changes is that the address no longer travels in clear to the website, its analytics and its partners.

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

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## 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 42% of the 642 brands measured

**The calculation** · 70 pts out of 70, scaled to 100

5 met · 1 not applicable



20 20 15 10 5

Weight of each criterion in the score.

### DKIM signature validated — Met — 20 pts

Valid DKIM signature on 2 transactional messages

20 points out of 20 — met on 2 of 2 transactional messages 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 2 transactional messages

20 points out of 20 — met on 2 of 2 transactional messages 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 2 transactional messages

15 points out of 15 — met on 2 of 2 transactional messages 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 2 transactional messages

10 points out of 10 — met on 2 of 2 transactional messages 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 — Not applicable — not applicable

This measurement did not apply to any of the emails received. It **drops out of the denominator**: it is never counted as a failure.

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.

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 2 transactional messages

5 points out of 5 — share of observations met across 2 transactional messages.

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 2 transactional messages — Met
- Whole body signed on 2 transactional messages — Met
- Essential headers signed on 2 transactional messages — Met
- Signature valid on receipt — Not applicable

RFC 6376 · RFC 8301 · PM-DELIV-006

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## 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 74% of the 643 brands measured

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

6 met




Weight of each criterion in the score.

### HTML under Gmail's clipping threshold

Met

25 pts

HTML under Gmail's clipping threshold on 2 transactional messages

25 points out of 25 — met on 2 of 2 transactional messages concerned.

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 2 transactional messages

20 points out of 20 — share of observations met across 2 transactional messages.

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 2 transactional messages — Met

Postmetry · PM-TECH-002

### Well-formed HTML

Met

15 pts

Well-formed HTML on 2 transactional messages

15 points out of 15 — share of observations met across 2 transactional messages.

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 — 4 met out of 4

- Doctype declared on 2 transactional messages Met
- Character set declared in the HTML on 2 transactional messages Met
- Balanced tags on 2 transactional messages Met
- Unique identifiers on 2 transactional messages Met

WHATWG · PM-TECH-030

### Every link leads somewhere Met

10 pts

Every link leads somewhere on 2 transactional messages

10 points out of 10 — met on 2 of 2 transactional messages concerned.

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 Met

10 pts

No remote stylesheet on 2 transactional messages

10 points out of 10 — met on 2 of 2 transactional messages concerned.

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 2 transactional messages

5 points out of 5 — share of observations met across 2 transactional messages.

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 2 transactional messages Met
- Well-formed Message-ID on 2 transactional messages Met
- Readable date on 2 transactional messages Met
- Character set announced on every text part on 2 transactional messages Met
- Consistent transfer encoding on 2 transactional messages Met

RFC 5322 · RFC 2045 · PM-TECH-010

## Experience

100
out of 100

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 99% of the 643 brands measured

**The calculation** · 100 pts out of 100 — 5 met · 1 partly met · 1 bonus




Weight of each criterion in the score.

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

25 pts

The message reads without its images and announces itself in the inbox on 2 transactional messages

25 points out of 25 — share of observations met across 2 transactional messages.

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 — 2 met out of 2

- At least 200 characters remain readable with images blocked on 2 transactional messages Met
- Preheader of 40 to 130 characters on 2 transactional messages Met

Postmetry · PM-EXP-001

### The message can be rendered outside HTML Met

15 pts

A text version renders the message on 2 transactional messages

15 points out of 15 — share of observations met across 2 transactional messages.

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 — 3 met out of 3

- A plain-text version accompanies the message on 2 transactional messages Met
- The text version carries at least 60% of the text on 2 transactional messages Met
- The text version carries at least 80% of the links on 2 transactional messages Met

Postmetry · PM-EXP-002

### All links stay visible with images blocked Met

15 pts

All links stay visible with images blocked on 2 transactional messages

15 points out of 15 — met on 2 of 2 transactional messages concerned.

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 2 transactional messages

10 points out of 10 — met on 2 of 2 transactional messages 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

15/20 pts

Some content images are not described on the 2 transactional messages concerned (3 of 4 measures met)

15 points out of 20 — share of observations met across 2 transactional messages.

**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 — 3 met out of 4

- Message language declared on 2 transactional messages Met
- Some content images are not described on the 2 transactional messages concerned Not met
- Layout tables marked as such on 2 transactional messages Met

- Every link says where it leads on 2 transactional messages 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 2 transactional messages

15 points out of 15 — share of observations met across 2 transactional messages.

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 2 transactional messages Met
- Adaptation to screen width declared on 2 transactional messages 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 earned

+5 pts

The message declares its support for dark mode on 2 transactional messages

5 points out of 5 — met on 2 of 2 transactional messages 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

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### Does this address really send Voyage Privé's emails?

DKIM d=communication.voyage-prive.com · SPF pass · DKIM pass · DMARC pass · 2 transactional

Across 2 transactional messages from Voyage Privé received at our addresses since August 2026:

| | |
|---|---|
| **From field** | `contact@communication.voyage-prive.com` · 2 of 2 |
| **DKIM signing domain (d=)** | `communication.voyage-prive.com` · 2 of 2 |
| **Verdict on receipt** | **SPF** pass · 2 of 2<br>**DKIM** pass · 2 of 2<br>**DMARC** pass · 2 of 2 |

The verdict is the one the receiving server wrote in the Authentication-Results header when the message arrived: it is read, never recomputed.

These findings describe the emails received at our addresses. They say nothing about a message received elsewhere: the From field can be written freely, and only the headers of the message you received show the path it took.

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## Sector comparison

**Travel & leisure** — 11 brands with at least one campaign analyzed. The shares below are counted on them, never on the catalog.

11 brands analyzed in this sector

Reserved for the Pro version

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?

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

We go over the 5 points with you, the evidence for each and the order in which to fix them. By video call, no commitment.

Pick a time slot : https://cal.com/noam-ouaknine-ecibnn/20min (https://cal.com/noam-ouaknine-ecibnn/20min)

**Get Voyage Privé's changes**

One email when a criterion changes state, nothing else.

**Do you work at Voyage Privé?**

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/voyage-prive/?kind=transactional