

Barracuda Reputation and Email Categorization

<https://campus.barracuda.com/doc/16921/>

If you make setting changes, allow a few minutes for the changes to take effect.

Barracuda Reputation is a database maintained by Barracuda Central and includes a list of IP addresses of known good senders as well as known spammers, or IP addresses with a "poor" reputation. This data is collected from spam traps and other systems throughout the Internet. The sending history associated with the IP addresses of all sending mail servers is analyzed to determine the likelihood of legitimate messages arriving from those addresses. Updates to Barracuda Reputation are made continuously by Barracuda Central engineering.

On the **Inbound Settings > Anti-Spam/Antivirus** page, it is strongly recommended that you select **Use Barracuda Reputation Block List (BRBL)**.

Subscribe to External Block List Services

Use the **Inbound Settings > Custom RBLs** page to use various block list services. External block lists, sometimes called DNSBLs or RBLs, are lists of IP addresses from which potential spam originates. In conjunction with Barracuda Reputation, Email Gateway Defense uses these lists to verify the authenticity of the messages you receive.

Several organizations maintain external block lists; if you are using a paid or free external block list you can leverage the block list if you are within the terms of service. Adding a free RBL service will often not work when added to Email Gateway Defense. A paid subscription to a RBL service is required. This subscription will provide you with your own custom RBL hostname that you can add to Email Gateway Defense.

Be aware that block lists can generate false-positives (legitimate messages that are blocked). Messages blocked due to external block lists or the BRBL are the only blocked messages that are not sent to the user's Message Log.

Email Categorization

Email Categorization gives administrators more control over what they believe to be spam, even if those messages do not meet the technical definition of *spam*. Most users do not realize that newsletters and other subscription-based emails, while they are considered to be bulk email, are not technically unsolicited - which means that they cannot be blocked by default as *spam*. The senders of

these emails may have a good reputation, but the user may no longer want to receive, for example, a mass mailing from a club or vendor membership. The Email Categorization feature assigns this type of email to categories that display on the **Inbound Settings > Anti-Spam/Antivirus** page, and the administrator can then create block, quarantine, or allow policies by category. When set to **Off**, no categorization scanning is performed.

Supported categories:

- **Corporate Emails** – Emails sent from Microsoft Exchange Server that involve general corporate communications. This does not include marketing newsletters. The default action is **Allow**.
- **Transactional Emails** – Emails related to order confirmation, bills, bank statements, invoices, monthly bills, UPS shipping notices, surveys relating to services rendered, and/or where transactions took place. The default action is **Allow**.

Barracuda Networks recommends setting the **Transactional** email category to **Allow** so that critical emails are not blocked or quarantined.

- **Marketing Materials and Newsletters** – Promotional emails and newsletters from companies such as Constant Contact. The default action is **Off**.
- **Mailing Lists** – Emails from mailing lists, newsgroups, and other subscription-based services such as Google and Yahoo! Groups. The default action is **Allow**.
- **Social Media** – Social media notifications from sites such as Facebook, LinkedIn, and Twitter. The default action is **Allow**.

Email Categorization supports the following actions, in the following order of precedence:

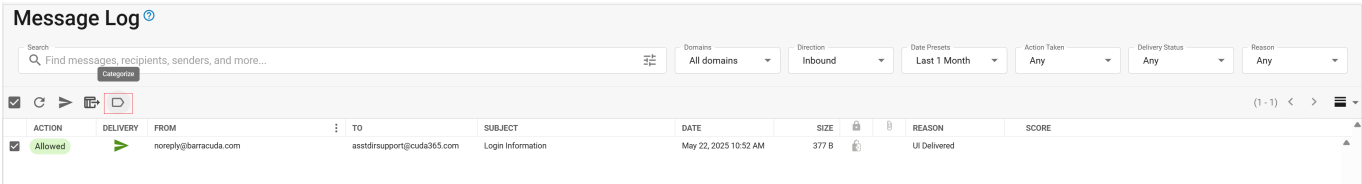
- **Allow** – Deliver the message.
- **Block** – Do not deliver the message.
- **Quarantine** – Put the message in quarantine if there are no other checks for other categories that can result in actions of higher precedence (Allow, Block).
- **Off** – No action is taken. All other spam scanning and policy processing is performed on the message.

Email Categorization		
Category Name	Action	Description
Corporate Email	<input type="button" value="Allow"/>	Email sent from exchange server. General corporate communications. No Marketing newsletters Recommended: Allow
Transactional email	<input type="button" value="Allow"/>	order confirmation, bills, bank statements, invoices, monthly bills, UPS shipping notices, surveys relating to services rendered and or where transactions took place. Recommended: Allow
Marketing Materials and Newsletters	<input type="button" value="Off"/>	Constant-contact (both levels), etc... Recommended: Off
Mailing Lists	<input type="button" value="Allow"/>	Emails from mailing lists, newsgroups, and other subscription-based services such as Google and Yahoo! Groups. Recommended: Allow
Social Media	<input type="button" value="Allow"/>	Notifications and other emails from social media sites such as Facebook and LinkedIn. Recommended: Allow

Messages that have been categorized appear in the **Message Log** with **Email Categorization (category)** as the **Reason**. The administrator can then select one or more categorized emails and click **Recategorize** to request a change to the current category, as shown in **Figure 1**. This

information is submitted with the sender IP for Email Categorization. Optionally, you can assign a 'custom' category by selecting **Other** in the drop-down for a particular email. See the **Message Log** help page for details.

Figure 1. Recategorize the Message



Figures

1. egd_emailCat.png
2. egd_recategorize.png

© Barracuda Networks Inc., 2025 The information contained within this document is confidential and proprietary to Barracuda Networks Inc. No portion of this document may be copied, distributed, publicized or used for other than internal documentary purposes without the written consent of an official representative of Barracuda Networks Inc. All specifications are subject to change without notice. Barracuda Networks Inc. assumes no responsibility for any inaccuracies in this document. Barracuda Networks Inc. reserves the right to change, modify, transfer, or otherwise revise this publication without notice.