

SPAM

WHY DID YOUR EMAIL LAND IN THE SPAM FOLDER?



DID YOU KNOW? 1 in 5 messages does not reach the inbox.*

There are a few factors that play into email deliverability – it could be your content, your IP address, or the domain from which you're sending the email.

1 SPAMMY CONTENT

- ✓ Image-only emails
- ✓ Long, wordy emails
- ✓ Lorem ipsum
- ✓ Super short subject lines
- ✓ Really long subject lines
- ✓ Content that isn't personalized (i.e. "Dear User")
- ✓ All-caps (i.e. "SIGN UP NOW")
- ✓ Lots of exclamation points!!!!!!!!!!!!
- ✓ Spammy words like "call now" or "sale"

IP ADDRESS REPUTATION

2

If a filter flags your IP address as a risk or potential risk, the address could wind up on a blacklist. A spam trap will flag a blacklisted IP address.

Your IP address may be blacklisted because of:

- ✓ A virus or malware on your computer
- ✓ Spam emails previously sent from your IP address

3 DOMAIN REPUTATION

If you're sending an email from a flagged or blacklisted domain, it will likely land in the spam folder.

HOT TIP :

You can create a Domain Keys Identified Mail (DKIM), which "signs" your email with a digital signature in the email header. This vouches for your email authenticity and can help deliverability.

FUN FACT :

The average inbox placement rate (globally):

80%*

MAKE SURE YOUR EMAIL HITS THE INBOX

Use Email on Acid to test your email against **23 of the most popular spam filters** and **72 of the most common blacklist services**. We'll also help check your DKIM.

We'll help you diagnose deliverability problems, so you know your email will hit the inbox, not the spam folder.

Created by:



*Source: ReturnPath 2017 Deliverability Benchmark Report