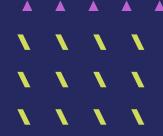# APPLIED

Avoiding Spam Filters

What is spam?

"Spam email is unsolicited and unwanted junk email sent out in bulk to an indiscriminate recipient list. Typically, spam is sent for commercial purposes. It can be sent in massive volume by botnets, networks of infected computers."

https://www.cisco.com/c/en/us/sproducts/security/email-security/what-is-spam.html

Avoid spam filters by removing hard bounces from your mailing list.

How can I avoid having my emails received as spam?

Every recipient's email system is different, but we can give you some general guidelines on how to avoid getting your email trapped in a spam filter.

Common subject line words to avoid

Certain words within your email subject line will often cause the email to bounce or be moved into junk folders. This website contains a full list of "trigger words":

https://blog.hubspot.com/blog/tabid/6307/bid/30684/the-ultimate-list-of-email-spam-trigger-words.aspx

Avoid sending large attachments

Do not include attachments above 5MB; emails with attachments that are larger than this are often marked as spam.

https://askleo.com/how-to-get-email-with-attachments-delivered/

Set up your system up for success

- Use recognizable sender names
- Test emails before sending them
- Keep email lists clean
- Keep an eye on engagement – if subscribers are not opening, reading, and clicking
- Cut back on the images

https://webengage.com/blog/how-to-avoid-spam-filters-when-sending-emails/

What are email bounces?

Bounces are when the system rejects an email that has been delivered. We rely on the recipient system to provide us with the reason that they've rejected an email.

Sometimes you'll notice that bounced emails will come back with a description that reads "Unknown" or "System Unavailable". This means that they did not return a message or that they declined to send a specific message.

https://help.groove.co/en/articles/4127527-understanding-email-bounc-es-and-avoiding-spam-filters

What can I do if my emails have bounced?

- Ensure that the email address is first correct.
- Reach out to the client to see if their email address has changed since your last communication.
- In the event that the email address is correct, ask individuals to whitelist your IP address or add your email address to their safe senders list.

https://www.campaignmonitor.com/blog/email-marketing/2019/07/email-black-lists-101-what-you-need-to-know/

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