

Message Recommendations for Avoiding Spam Filters

Industry experts estimate between 10 and 20 percent of email messages, not explicitly blocked, do not arrive in the inbox as intended because the receiving ISP incorrectly identified the message as spam. This presents a problem for marketers because revenue is lost and campaign results are inaccurate.

Message Guidelines

You may wish to follow these guidelines when designing a message. Please remember that these are general rules and do not provide a 100% guarantee that a filter will not tag your message.

SPAM TO AVOID	ALTERNATIVES TO SPAM
Do not repeat words	Be succinct and try to avoid 'spam' words.
Do not use all caps	Keep everything in lowercase if possible.
Do not use !, \$, or 100%	Keep punctuation to a minimum.
affordable	Reasonably priced, reasonable, within your means, inexpensive
Bargain or best prices	Good deal, good buy
click here	learn how, visit here
congratulations	Well done
debt	Owe, arrears, bills, deficit, due, liability
financing	Banking, expenditure, expenses, funding
free! for free?, for free!	No-cost or no-fee
guaranteed	Proven, certain, attested, affirmed, confirmed, insured
insurance	Coverage, assurance, warranty, safeguard
investment	Expenditure, expense, asset, grant
just released	New-improved
loan	Loan-plan, lending
low interest	Low risk
new car	New automobile
opportunity	Prospect opening, break, chance, occasion
paying too much	Over expenditure
permanent low interest	Definite low interest, preset
pre-approved	Pre-accepted, authorized, confirmed, credited
refinancing	Funding, outlay
special invitation	Proposal
unbelievable	Astounding, amazing, wonderful, awesome

Subject Line

When creating your subject line, **avoid** using the following words or characters:

<ul style="list-style-type: none"> • ! or multiple !!!! • \$ or multiple \$\$\$ • adv. • apply now • ALL CAPS 	<ul style="list-style-type: none"> • free upgrade • Free or FREE • mortgage rate • New Customers • Prize 	<ul style="list-style-type: none"> • free gift • free offer or offer • Urgent • One time • Order Now 	<ul style="list-style-type: none"> • consolidate debt • Win a • save \$ • please read
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Message Body

When creating the text of your message, **avoid** using the following words or phrases:

<ul style="list-style-type: none"> • ALL CAPS WORDS OR SENTENCES • ***** (e.g. as a separator in plain text messages) • 100% satisfaction • 18 years or older • 1-800... or 1-888... • a tracking number (visible, not auto-detect) • act now • amazing stuff • satisfaction guaranteed • prize • celebrity • click below (CLICK BELOW) in multiple HTML references and in various locations • click here (CLICK HERE) in multiple HTML references and in various locations 	<ul style="list-style-type: none"> • free information • free membership • free quote • future mailing • home financing • interest rates • limited time offer • mail is never sent unsolicited • free consultation • winner • sexy 	<ul style="list-style-type: none"> • click here (no space) • consolidate bill • credit card debt • custom quote • dream vacation • earn \$ • email marketing • financial freedom • spam • drawing • special offer
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