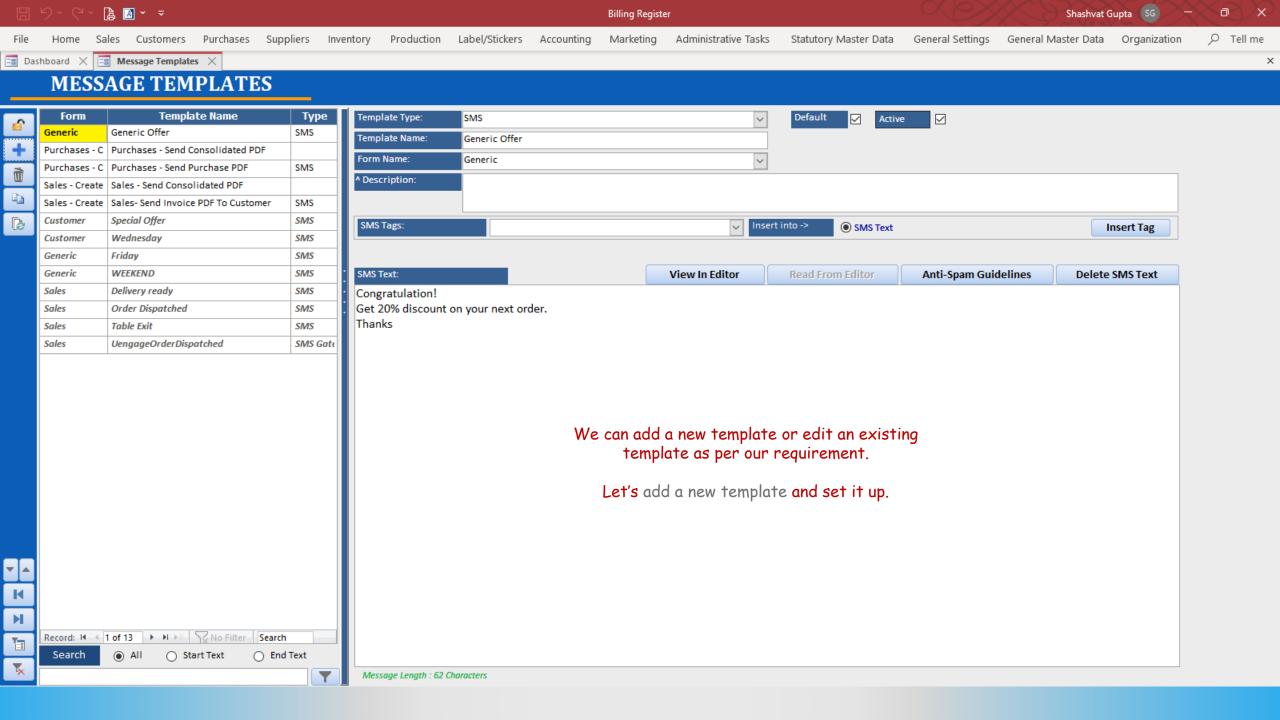


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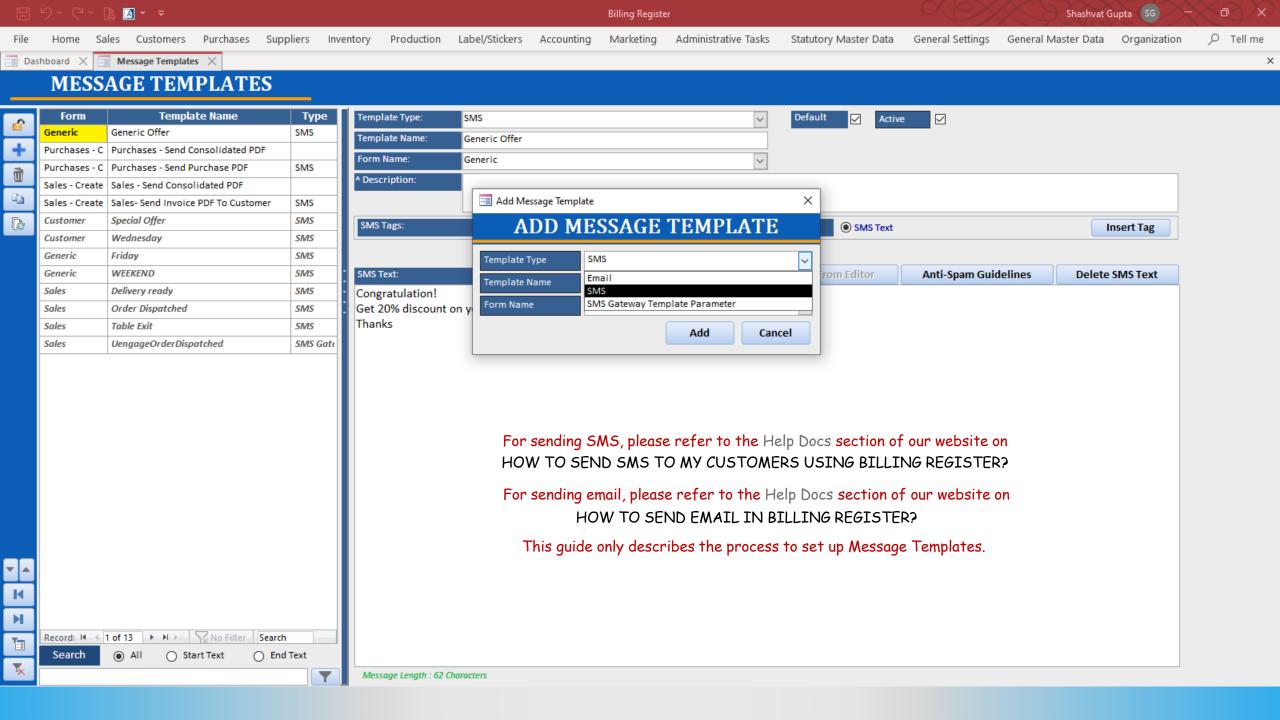
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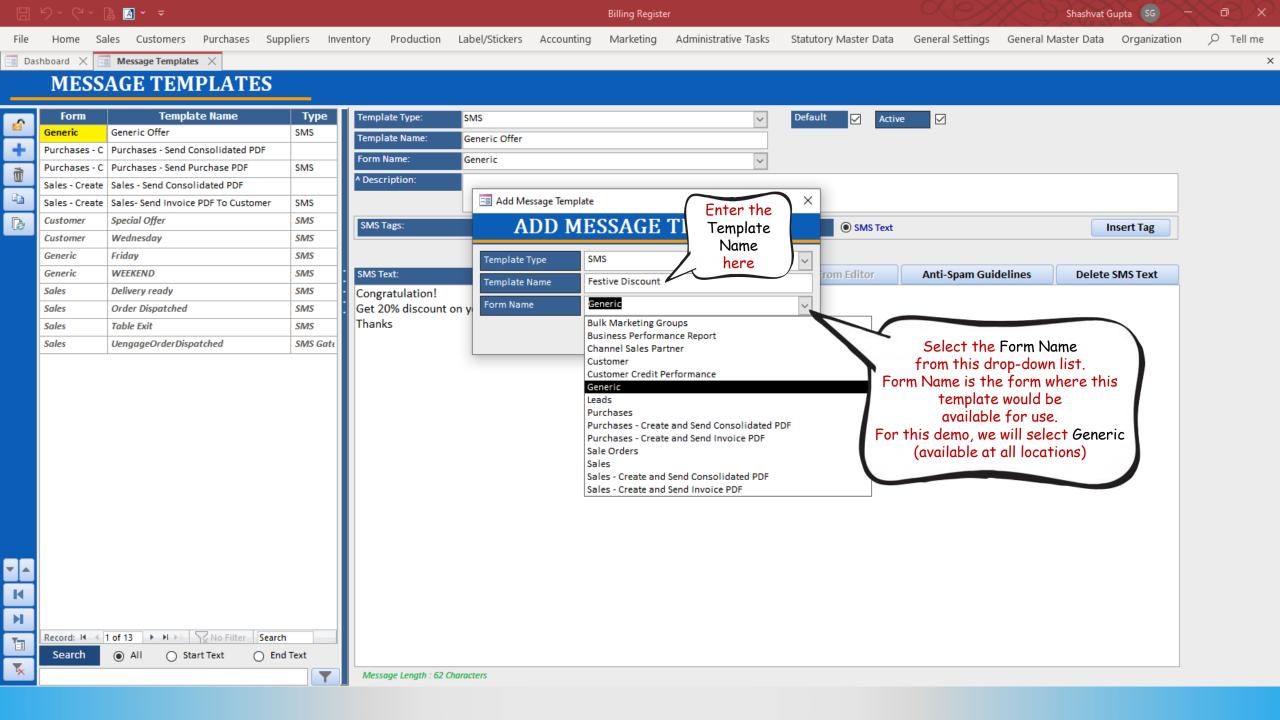
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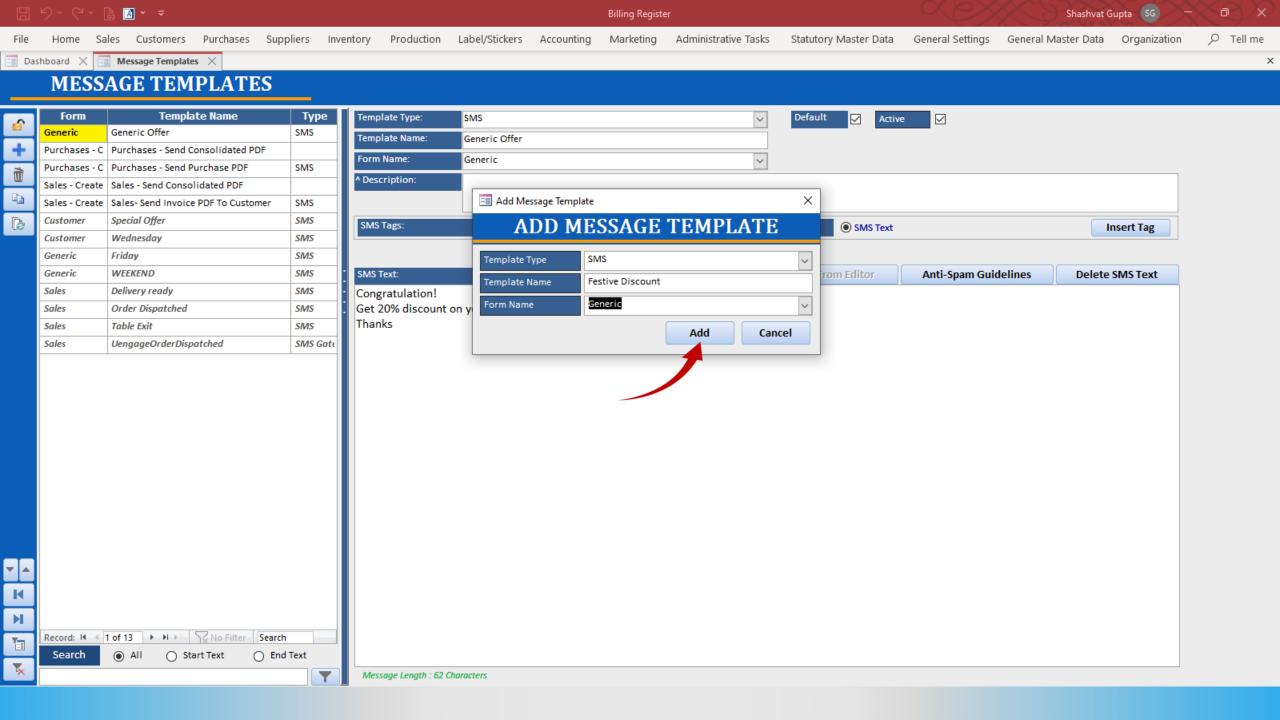


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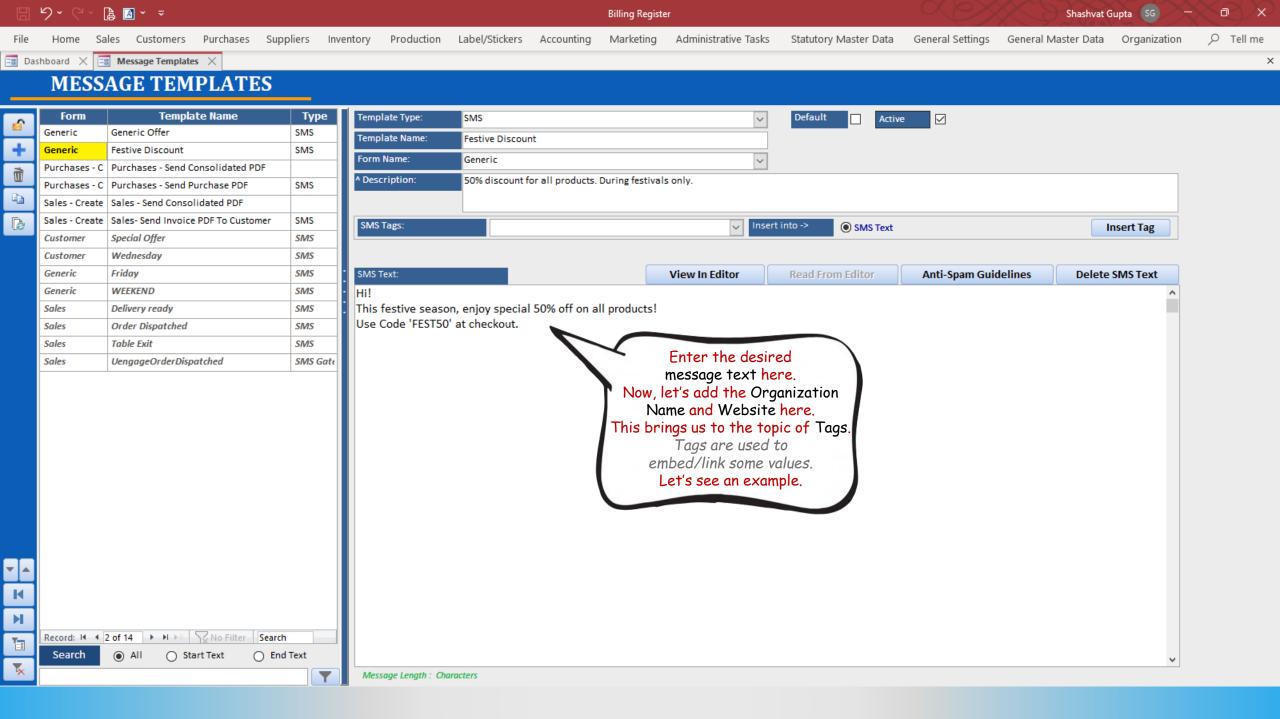


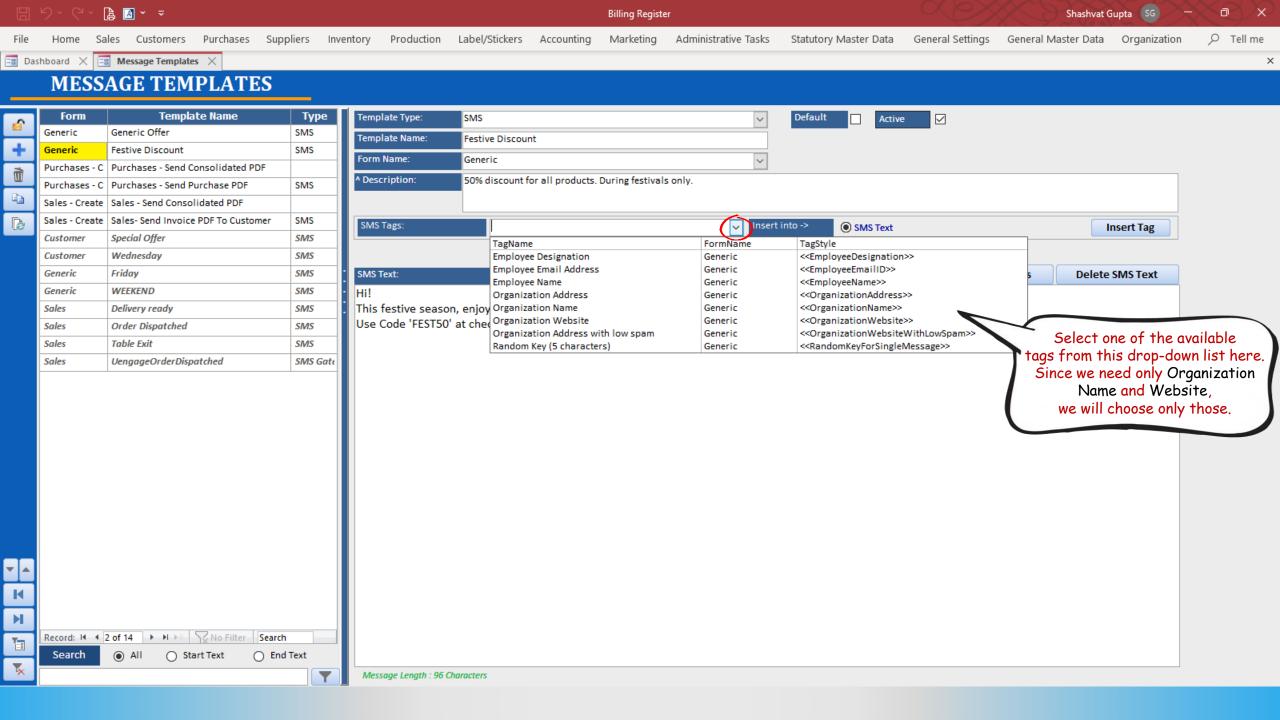




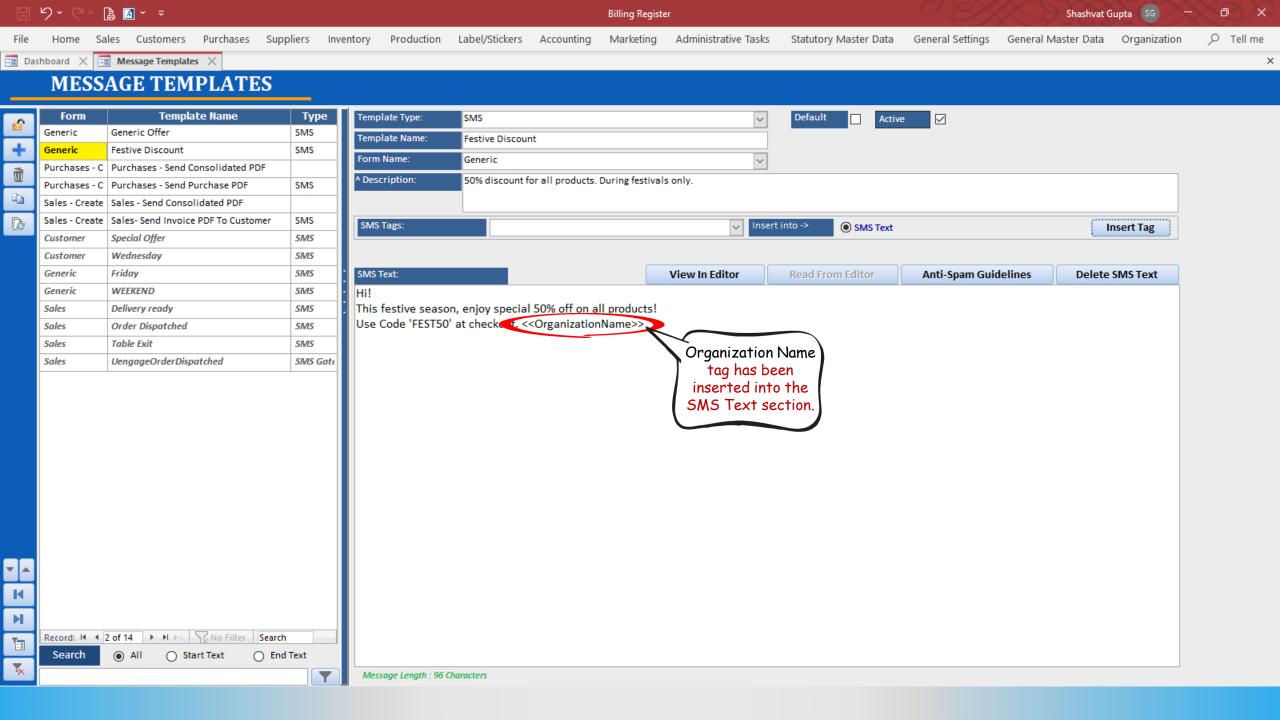
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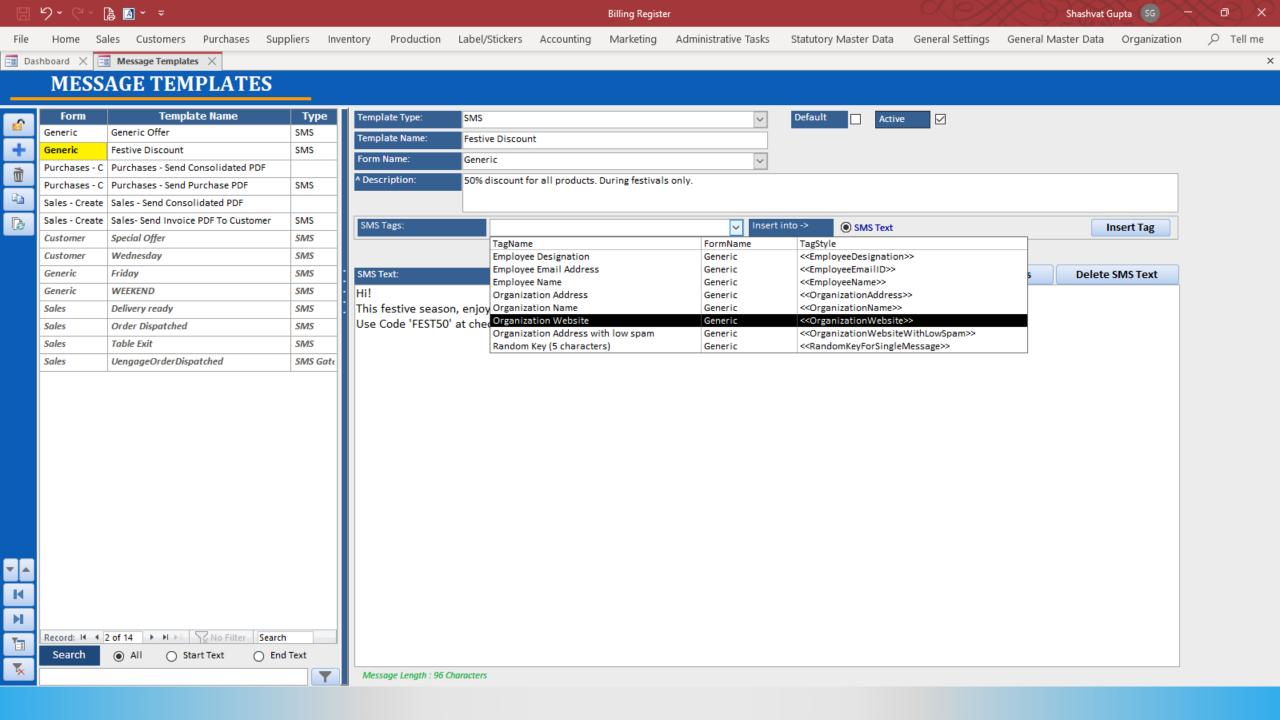
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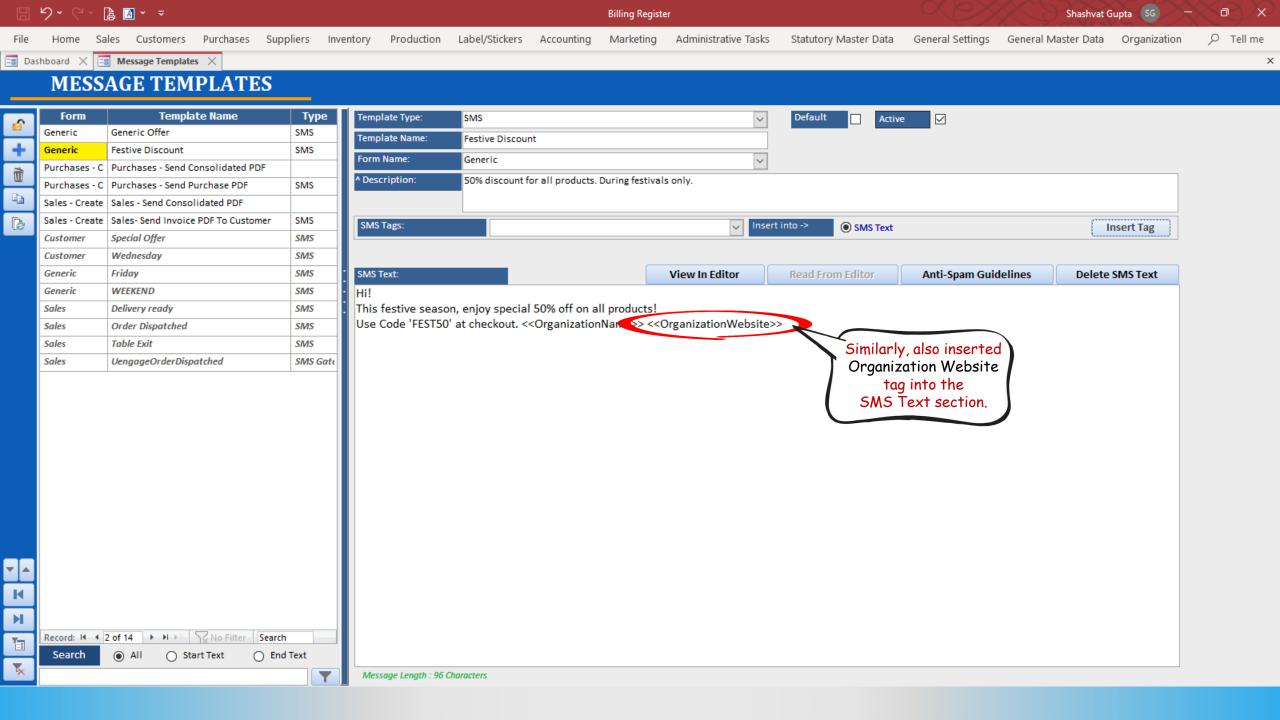




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## Anti-Spam Guidelines

Sales Customers

## Decrease Your Spam Score With the following Strategies

Administrative Tasks

Statutory Master Data

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Ever wonder why you get a lot of bounce backs after you send out your company's newsletter? Or sometimes, most of your email subscribers tell you that they never received the last one that you send? More often than not, the issue was your newsletter was blocked by your recipient's anti-spam filters. Anti-spam filters catch every incoming email before it is delivered into the Inbox. These software programs search for words and phrases that are typical of spam and assign each incoming e-mail a "score." If your e-mail has too many of these words and phrases, you receive a high score, and you may be blocked.

Spam is a problem that all email marketers have to contend with. Sending messages that are labeled as spam by an email service provider can hurt your ROI and limit your ability to send out email marketing messages in the future. If your sending address is permanently labeled as "spam" it will be impossible for you to send messages in the future.

Here are some strategies that you can use to decrease your spam score and speed up your message creation process.

Purchases Suppliers Inventory

1. Email providers like AOL, Gmail, and Yahoo rate you as an email sender based on the reputation of your domain and Internet protocol (IP) address. For high deliverability, build a positive history by sending only solicited, relevant emails. If your mailings are too frequent and are frequently unopened, Internet service providers (ISPs) may block your emails. If you use a professional ESP (such as GetResponse), your risk of being blocked is low. But if you use a dedicated platform, always monitor the reputation of IPs and domains where your email campaigns originate by checking sites such as Senderscore.

2. Purchasing lists of "fresh" email addresses can ruin your deliverability. People respond well only to permission-based emails. Email campaigns sent to purchased lists—which tend to be riddled with dead and inactive email addresses—could damage your reputation beyond repair, leading to domain blocking. Purchased lists also contain "spam traps"—addresses created to lure spam and generate grounds for nuisance lawsuits.

3. Spam filters look for the following:

Frequency of potential spam words (e.g., "free," "bonus") Reputation of links in your email Image-to-text ratio Size of your email Reputation of image-hosting service

4. Yahoo Mail, in particular, uses a complex algorithm to analyze "from" addresses. During our tests, we've noted different results for the same emails sent using newsletter@yourdomainname.com versus support@your-domai n -name.com. Try tweaking the "from" field address and testing the same content to find out whether a tainted "from" field may be causing problems.

5. Want to avoid deliverability issues? Simply ask subscribers (at sign up) to whitelist you in their address books. Being on the "allowed senders" list releases you from the constraints of the spam filter.

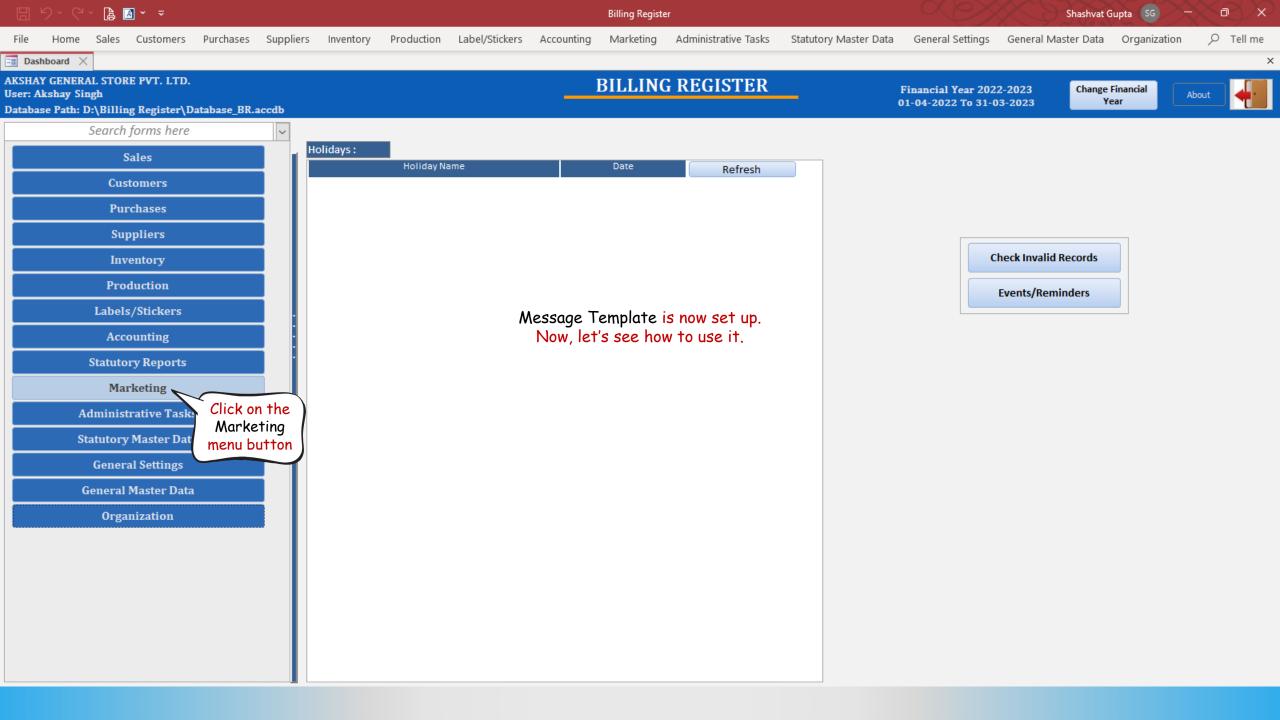
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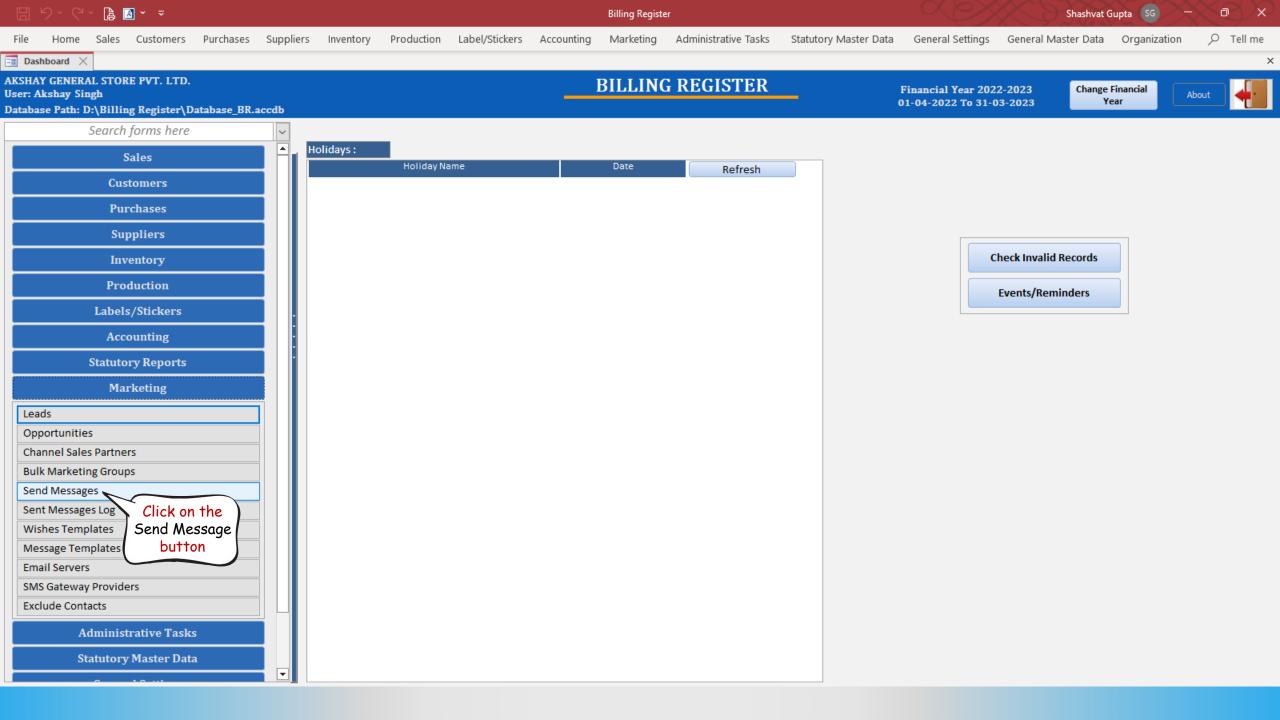
6. Many email newsletters are html with lots of images. They look slick and professional as marketing material should. However be aware that html emails are more likely to get blocked. Good email services will create a version of your newsletter in both html and plain text to increase the chance of getting through.

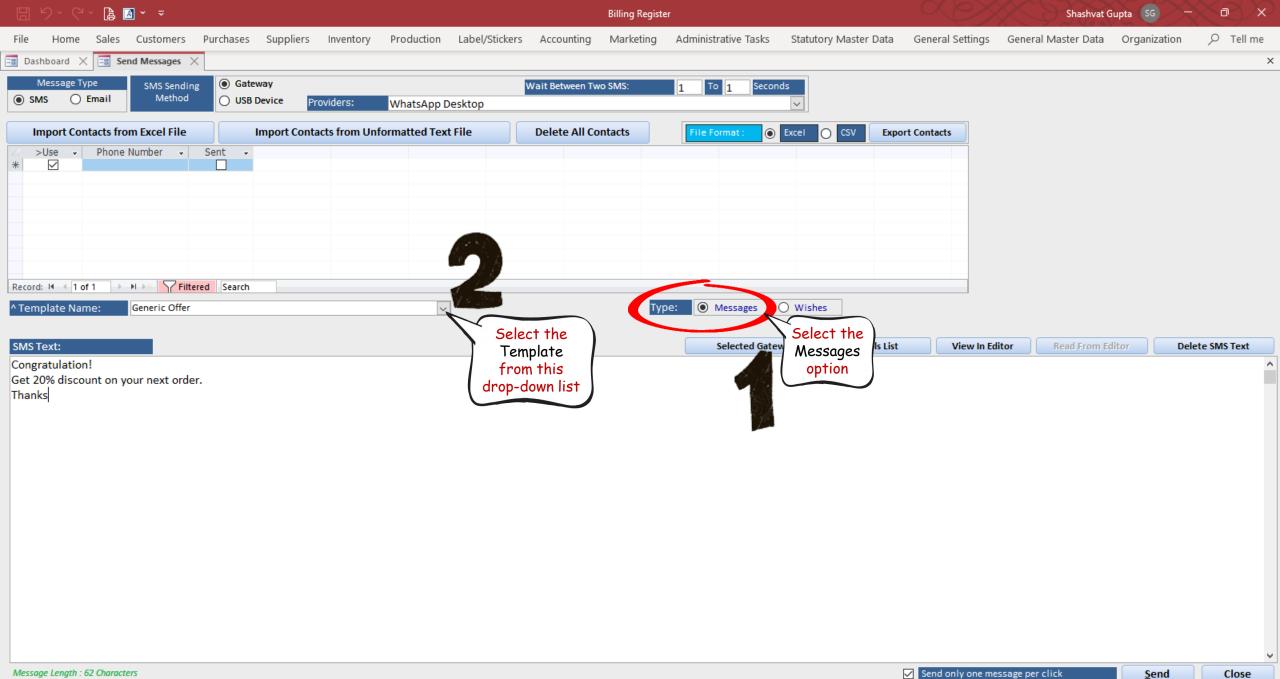
7. ISPs are wary of senders who use tricks to get email delivered and routinely block the following gimmicks: Hashbusting: Randomly adding certain characters in the subject line or content to fool spam filters (e.g, "F.ree. p.r!z.e"). Deceptive subject lines: Starting the email message with "Re:" or "Fwd:" to imply a previous communication initiated by the sender. Misleading claims: Using subject lines that state the recipient has won a prize, though the copy lists conditions required to claim it. Image text: Cloaking a text message as an image to fool spam filters.

8. Some emailers put their whole message in a big image; big mistake. Not only the spam filters likely to take an immediate dislike to the email, but also a lot of firewalls are programmed to strip images out so recipients can end up with a blank page.

9. Minimize the use of words like "free," "prize", "Viagra" and "bonus" in your newsletters. Avoid using too many exclamation marks and all-caps words, especially in the subject line. Many specific words and characters can flag a message as spam – especially when they are used in the subject line. For example, using "free" or "act now" in your subject line can get your message flagged. Other words to avoid include:







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