

## Email Message Guidelines

**When sending an email message make sure the offer is relevant to the target audience!**

### **Message Recommendations for Avoiding Spam Filters**

Industry experts estimate between 10 and 20 percent of permissioned email messages 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.

#### **Subject Line**

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

• ! or multiple !!!!	• free upgrade	• free gift	• consolidate debt
• \$ or multiple \$\$\$	• Free or FREE	• free offer or offer	• Win a
• adv.	• mortgage rate	• Urgent	• save \$
• apply now	• New Customers	• One time	• please read

#### **Message Body**

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

• ALL CAPS WORDS OR SENTENCES	• free information	• clickhere (no space)
• ***** (e.g. as a separator in plain text messages)	• free membership	• consolidate bill
• 100% satisfaction	• free quote	• credit card debt
• 18 years or older	• future mailing	• custom quote
• 1-800... or 1-888...	• home financing	• dream vacation
• a tracking number (visible, not autodetect)	• interest rates	• earn \$
• act now	• limited time offer	• email marketing
• amazing stuff	• mail is never sent unsolicited	• financial freedom
• satisfaction guaranteed	• free consultation	• spam
• click below (CLICK BELOW) in multiple HTML references and in various locations		
• click here (CLICK HERE) in multiple HTML references and in various locations		

#### **Spam Analysis Service**

We offer a solution that may help with the deliverability of the message. Although all offers are different and we cannot guarantee the deliverability of the message, our solution decreases the likelihood that the message will be filtered out as spam.

Our service analyzes the content of the message looking for key words and phrases. The spam analyzer gives a score that indicates likelihood that the message will be viewed as spam. The cost of the service is **\$250** per message. Ask your sales rep for additional details.