

Email Spam Triggers

Emails are a great way to communicate with your audience, but it's important to avoid behaviors that either qualify as spam or are perceived as spam by automated or human filters.

1. Don't use false or misleading header information – the "from", "to", "reply-to" and routing information must be accurate and identify the person or business who initiated the message.
2. Don't use deceptive subject lines.
3. Identify the message as an ad – this is a gray area but if the email is an advertisement it must be indicated in the content.
4. Tell recipients where you're located.
5. Tell recipients how to opt out of future emails.
6. Honor opt-out requests promptly.
7. Monitor what others are doing on your behalf – if you outsource your email marketing, understand how they are complying with the law.

Additional Tips:

These behaviors may or may not set off official spam filters, but they tend to set off human spam filters:

- Don't write subject lines ALL IN CAPS
- Don't make spelling mistakes
- Don't plead with people to "Open Me!"
- Don't deceive readers with a false promise
- Don't give away everything in your subject line
- Don't use one word – like "Hi!" – as your subject line
- Nix the punctuation!!!
- Don't add Re: to your subject line to deceive readers theater.

The Most Notorious Spam Filter Triggers*

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| 1. \$\$\$ | 25. Free | 49. Information you requested |
| 2. 100% free | 26. Fast cash | 50. Internet market |
| 3. Act Now | 27. Financial freedom | 51. Leave |
| 4. Ad | 28. Financially independent | 52. Limited time offer |
| 5. Affordable | 29. Free | 53. Make \$ |
| 6. Amazing stuff | 30. Free gift | 54. Mortgage Rates |
| 7. Apply now | 31. Free grant money | 55. Multi-level marketing |
| 8. Auto email removal | 32. Free info | 56. No investment |
| 9. Billion | 33. Free installation | 57. Obligation |
| 10. Cash bonus | 34. Free investment | 58. Online marketing |
| 11. Cheap | 35. Free leads | 59. Opportunity |
| 12. Collect child support | 36. Free membership | 60. Order Now |
| 13. Compare rates | 37. Free offer | 61. Prices |
| 14. Compete for your business | 38. Free preview | 62. Promise you |
| 15. Credit | 39. Guarantee | 63. Refinance |
| 16. Credit bureaus | 40. 'Hidden' assets | |
| 17. Dig up dirt on friends | 41. Home based | |
| 18. Double your income | 42. Homebased business | |
| 19. Earn \$ | 43. Income from home | |
| 20. Earn extra cash | 44. Increase sales | |
| 21. Eliminate debt | 45. Increase traffic | |
| 22. Email marketing | 46. Increase your sales | |
| 23. Explode your business | 47. Incredible deal | |
| 24. Extra income | 48. Info you requested | |

*Sources: Web Marketing Today, Spam Assassin, Andrea O'Neill, MailChimp

+Source: Vertical Response -How to Avoid the Spam Folder

About Placewise

Placewise is the global leader in shopping center property tech, serving nearly 1,100 shopping centers, across 3 continents and 20 countries. We offer the only solution purpose-built for shopping centers to create long lasting digital relationships with shoppers - unlocking the power to monetize retail properties beyond the square foot.

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