

How to avoid SPAM



What is a SPAM filter and who manages?

Spam filters consider a long list of criteria when judging the spamminess of an email. They'll weigh each factor and add them up to assign a spam score, which helps determine whether an email will pass through the filter. If the score exceeds a certain threshold, your email will get flagged as spam and go straight to the junk folder.

Each spam filter functions a bit differently, though, and “passing” scores are typically determined by individual server administrators. This means that an email could pass through Spam Filter A without issue, but get flagged by Spam Filter B.

What factors contribute to SPAM score?

- Relationship with subscriber
- Reputation of IP address and sender domain
- Quality of email subject line, teaser, and content
- Quality and safety of links in email
- Presence or absence of images
- Ratio of images to text and links to text
- Inclusion of text version of email
- AND THE LIST KEEPS GROWING

Content - do's and don'ts!

- DON'T USE ALL CAPS IN YOUR SUBJECT LINE
- Don't use exclamation points!!!!!!
- Don't use video, Flash, or JavaScript within your email
 - Avoid large attachments and certain attachment types such as .exe, .zip, .swf, etc.
- Don't embed forms in your emails
- Don't use spam trigger words and phishing phrases (WIN, Free!, Viagra)
- Maintain a good text to image ratio - don't use an overwhelming number of images, or huge images
- Avoid Click Tracking unless you know you're whitelisted
- Clean your list using tools like Kickbox.io

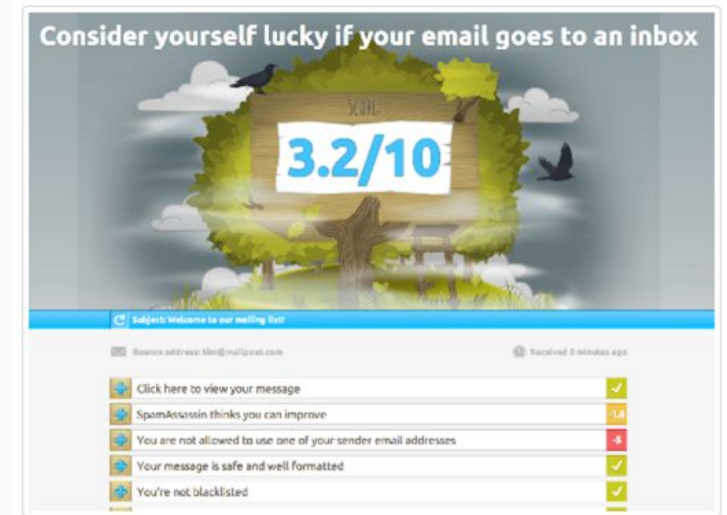
Tools to Use

- **Blacklist Checkers** - tells you if your mail server IP is listed on any popular Spam Blacklists
 - <https://www.senderscore.org/blacklistlookup/>
 - <http://mxtoolbox.com/blacklists.aspx>
 - <http://www.dnsstuff.com/docs/ip4r/>
- **Check the content of your emails** - How spammy does my email look?
 - <http://info.contactology.com/check-mqs>
 - <http://www.mail-tester.com/>

blacklist:outreach.io Monitor This blacklist

Checking **outreach.io** which resolves to **54.192.98.117** against **107** known blacklists...
Listed **0** times with **0** timeouts

	Blacklist	Reason	TTL	ResponseTime
✓ OK	BSB Domain			57
✓ OK	ivmURI			74
✓ OK	SEM FRESH			56
✓ OK	SEM URI			53
✓ OK	SEM URIRED			54
✓ OK	SORBS RHSBL BADCONF			74
✓ OK	SORBS RHSBL NOMAIL			74
✓ OK	Spamhaus DBL			74
✓ OK	SURBL multi			155
✓ OK	URIBL multi			74



Spam Safety Settings

- Domain Level Throttling
- Ability to Disable Link Tracking
- Domain Level Safety Settings
- Hard Bounce Limits - lockout rogue users for 24 hours
- Require unsubscribe links

Settings

Maximum emails a prospect can be sent per day:

Maximum emails a prospect can be sent per week:

Maximum emails a domain can be sent per day:

Disable link click tracking

Disable open tracking

SAFETY SETTINGS

Hide emails and email activity for prospects who have an email address matching:

*@gmail.com — any email ending with @gmail.com

wes@* — any email starting with wes@

wes — any email including wes

Monitor the Message

outreach Sequences Mid Market Accounts EC

Overview Prospects Emails Calls Tasks Settings Refresh + Add Step Menu

360° View

- Prospects
- Accounts
- Tasks
- Outbox
- Calls
- Sequences**
- Templates
- Reports

Prospect Overview

5,157 Prospects	22 Active	5 Paused	0.1% Bounced	7.1% Opted Out	4,784 Finished	16% Replied	84% No Reply	1,925 Called	4,815 Delivered
--------------------	--------------	-------------	-----------------	-------------------	-------------------	----------------	-----------------	-----------------	--------------------

Email Overview

19,024 Deliveries	26% Opens	3.7% Replies	8.7% Positive Replies	33% Neutral Replies	21% Negative Replies	9.6% Bounces	2.1% Opt Outs
----------------------	--------------	-----------------	--------------------------	------------------------	-------------------------	-----------------	------------------

Call Overview

3,513 Calls	70% Call - No Answer	19% Call - Left Voicemail	1.3% Call - Answered - WRONG POC	1.7% Call - Correct Connect	0.1% Call - Meeting Scheduled	0.7% Call - Bad Number	0.1% Call - Call back later	7.5% Not Logged
----------------	-------------------------	------------------------------	-------------------------------------	--------------------------------	----------------------------------	---------------------------	--------------------------------	--------------------

Control the Message

- Profiles - Governance around what ability users have to create and send templates and emails

The screenshot shows the Outreach CRM interface. The top navigation bar is teal with the 'outreach' logo on the left and a search bar on the right. Below the navigation bar, the 'Profiles' section is active, showing settings for a profile named 'SDR'. The left sidebar contains a list of navigation items: Calls, Sequences, Templates, Reports, Users, Settings (highlighted in red), You, Org, Teams, Roles, Profiles (highlighted in red), Schedule, Rulesets, Prospect, Account, Calls, Plugins, Triggers, Imports, Bulk Actions, and Phones. A red arrow points from the 'Profiles' item in the sidebar to the 'Profiles' section in the main content area. The main content area is divided into sections: 'BASIC INFO' (Name: SDR), 'ADMINISTRATION' (Users and Profiles: Denied, Plugins: Denied, Triggers: Denied, Rulesets: Denied, Phones: Denied), and 'RECORD VISIBILITY' (Prospects: ...). A red box highlights the 'SEQUENCES' and 'TEMPLATES' sections on the right side of the page. The 'SEQUENCES' section includes: 'View private sequences: Sequences owned by user', 'Create: Denied', 'Enable Sequences: Disabled', 'Sharing Sequences: Denied', and 'Use Custom Rulesets: Denied'. The 'TEMPLATES' section includes: 'View private templates: Templates owned by user'. A green 'Save' button is visible in the top right corner of the settings area.