Understand Your Spam Risk

INSIGHT PROVIDED BY

Constant Contact
Knowhow

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About this Manual

This manual will take you through the Spam Check tool as well as give you guidance while viewing your spam ratings.

Getting Help

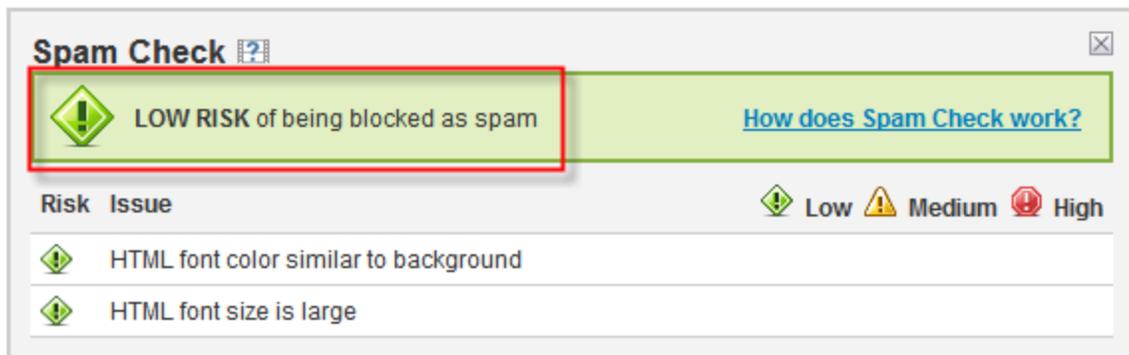No matter where you are , you can quickly get help the way you need it:

- Click the **Help** link in the upper right-hand corner to open the *Resource Center*
- Click the question-mark icon (❓) for context-specific help
- Click the more information icon (ℹ️) to open a topic-specific help window
- Click the tutorial icon to view (❓) an interactive tutorial on a specific feature

What is the Spam Check tool?

Constant Contact developed a content-filtering tool that may help increase your email delivery rates to contacts. This Spam Check tool spots potential problems in your email and suggests ways to fix them. It helps assess how some spam filters may look at the contents of your email before you actually send it.

To use the Spam Check tool:

1. Click on the **Emails** tab.
2. Click on the name of the email in which you wish to check the Spam.
3. Click "Edit email".
4. On the Email Layout page where you can edit your email, click the **Spam Check** button that is located beneath the Preview and Preview Archive buttons at the upper-left side of the email.
5. Your risk displays above the content of your email.
6. Review and edit as many of the content flags as possible before sending the email.
7. You can click **Spam Check** button again and your risk will update accordingly.

The Spam Check Rating

Your spam risk or rating is based on your email content and can range from Low Risk to High Risk. When you check your email's Spam risk, the flagged content displays below the rating. Content issues display with either a green, yellow, or red color graphic and are ranked by highest priority from top to bottom.

Color	Content Concern	Actions
Green	**Little to none**	**Suitable for mailing**. Your content is suitable for mailing and content filters should not find fault with it. You may proceed with scheduling the email if it is complete.
Green	**Low**	**Allowable for most receiving systems.** Your content will be allowable for most receiving systems. You can schedule your email now or further increase your chances for successful delivery by editing the flagged content.
Yellow	Medium	**Email content may trigger content filters.** Your email content may trigger content filters. We recommend that you edit the flagged content.
Red	**High**	**Very likely content filters will block your email.** It is very likely that content filters will block your email based on its content. We strongly recommend that you edit the flagged content.

Higher risks mean that your email faces a greater possibility of not being delivered to contacts that block mail for content-related reasons. Low risks are preferred because they indicate you have fewer content-related issues.
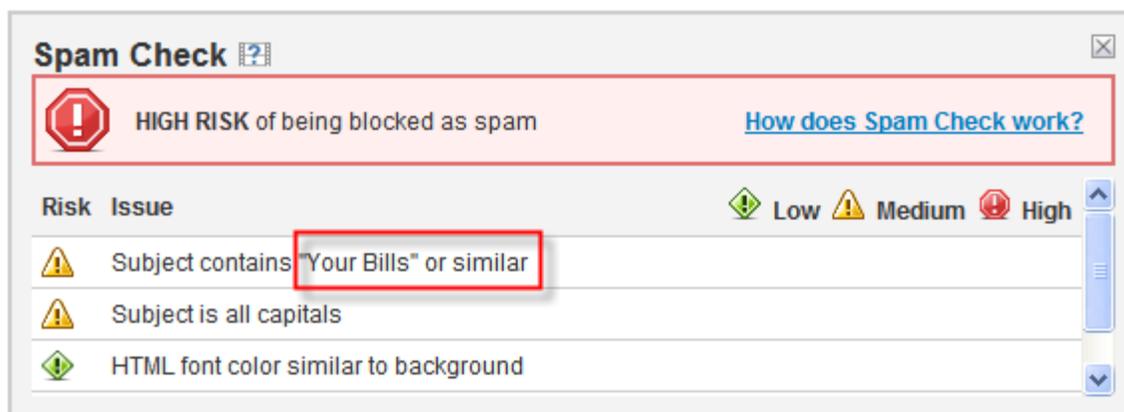
Also, the risk at the top of the dialog is based on the aggregation of the individual detail items. So, if you receive a number of low and medium risk detail items, the aggregate risk may be 'high'.

Note

The Spam Check rating corresponds to the content of the email only. It has no relation to spam complaints that may be reported when your email is received.

How is the Spam Risk determined?

The Spam Check rating provides an assessment of your email content. It uses a mix of SpamAssassin and Constant Contact content-matching rules to determine your email content's spam potential from low to high. This information is then used to predict how the receiving mail systems using content-filtering software might process your email.

- To minimize the possibility that your emails will be filtered out as spam, avoid the following in your emails:
- Words: free, guarantee, spam, etc.
- Phrases: "be amazed", "your income", "subject to credit approval", earn xxxx per week", "check or money order", "print out and fax", "call now"
- Writing in ALL CAPS (uppercase)
- Excessive punctuation !!!, ???
- Excessive use of "click here"
- $, and other symbols

Note

There is no way to be certain how all spam filters will rate your email because every spam filter, rates content differently. The rating given by the Spam Check is no guarantee of how individual readers may choose to view or report the email. These ratings are specific to Constant Contact's Spam Check content filter and do not respond to external spam filter scores.

Low Spam Risk

It is important to note that a **Low Spam Risk** does not automatically guarantee delivery to all contacts. The Spam rating only tests your email content. This test cannot predict which emails will bounce for non-content related reasons, or if the recipient will have stricter content filters in place than ours.

If your email content passed the check and still bounced, go to the **Bounce Manager**, determine the type of bounces that occurred, and deal with each accordingly. If there are email addresses in the "Blocker" category, ask those contacts to email or phone their ISPs or mail administrators and request that our IP addresses be whitelisted.

Will a lower Spam risk guarantee delivery?

In general, a lower Spam rating will increase your email's chance of being delivered to contacts. However, receiving systems — ISP or corporate domain, for example — have several ways in which they attempt to block unwanted mail. Content filtering is just one of many ways to prevent incoming spam. Even if content filtering were the only method being used, it is how the receivers configure spam-filtering thresholds that determines how much email gets delivered, routed to the junk folder or bounced back to the sender.

As a result, even a result of Low Risk in the Spam Checker cannot guarantee success in the following situations:

*   The contact's receiving mail system chooses to configure its content-filtering software very strictly and prevent most of the incoming email from being delivered directly to customer inboxes.
*   Your contacts installed a consumer version of the spam-filtering software on their computers to scan the email inbox locally. These types of programs usually require their users to initially "teach" the software what to consider "spam." Your emails may not get delivered to these contacts until they train and configure the program to recognize your email.
*   The contact's receiving mail system blocks your email for other reasons.

Note

For more information on SPAM and reducing your SPAM reports, please refer to the *SPAM Report Reduction Guide* located in the Learning Center.