

# Avoid Being Flagged as "SPAM"

Capitol Advantage is committed to delivering your e-mail messages to your mailing list.

## What Capitol Advantage does to deliver your Mail Manager e-mails:

**CAN-SPAM Compliant:** Mail Manager is in full compliance with the CAN-SPAM Act. In addition, it helps you comply as well by appending an unsubscribe link on every message. For more information on the CAN-SPAM Act, visit [www.ftc.gov](http://www.ftc.gov).



**List-Cleansing:** Through an automated process, Mail Manager makes it easy to identify and suppress e-mail addresses that hard-bounce consistently. Reports will show hard versus soft bounces, and each bounce will have a specific associated error message. This detail provides further insight into the issue and gives you information to help come to resolution. Addresses with three consecutive hard bounces will be Automatically Disabled from your lists.



**Relationships with Key ISPs:** Capitol Advantage maintains relationships with the top ISPs, such as AOL, MSN, Yahoo! and other industry players for the purpose of consistently providing high delivery rates.



### Good E-mails Include:

- A subject.
- A signature block.
- An "http://\" prefix in web addresses.
- More text in the message than HTML.

## What YOU can do to avoid having your e-mails being flagged as spam:

**Be Consistent:** Send your e-mail from a consistent e-mail address. Advise your recipients to add that address to their address books. Mail sent to users with your address in their address book will be delivered to the inbox with images and links enabled.



**Branding:** Brand your mail so that recipients can quickly identify it and won't mistake it as spam. Make sure the "from address" of your mail clearly identifies who you are. Also, include your brand in the subject line. Even if the recipient wants your mail, they may not recognize it right away. Subject lines like "Your daily newsletter from 'Organization'" or "Your Monthly Advocacy Update" help the user identify mail they want.

**New Subscribers:** When users subscribe for your mailing list, tell them what mail to expect, how often to expect it, and what it will look like.

### Spam Triggers:

- Words or phrases using ALL CAPS.
- Overuse of punctuation, such as a string of exclamation marks!!!!!!
- Web links with IP numbers. Use web addresses with a domain name.
- Fonts larger than +2 or +3 (normal size). Most filters watch font tags.



- Overuse of color in font tags. Black is the safest font color to use, but stick to just a couple of colors if variety is needed.
- Question marks or exclamation points in the subject line.
- "Hello" in the subject.
- Using a background color.
- HTML tables with thick borders.