

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.

SPAM TO AVOID

Do not repeat words
Do not use all caps
Do not use !, \$, or 100%
affordable
Bargain or best prices
click here*
congratulations
debt
financing
free! for free?, for free!
guaranteed
insurance
investment
just released
loan
low interest
new car
opportunity
paying too much
permanent low interest
pre-approved
refinancing
special invitation
unbelievable

ALTERNATIVES TO SPAM

Be succinct, try to avoid 'spam' words.
Keep everything in lowercase if possible.
Keep punctuation to a minimum.
Reasonably priced, reasonable, within your means, inexpensive
Good deal, good buy
learn how, visit here
Well done
Owe, arrears, bills, deficit, due, liability
Banking, expenditure, expenses, funding
No-cost or no-fee
Proven, certain, attested, affirmed, confirmed, insured
Coverage, assurance, warranty, safeguard
Expenditure, expense, asset, grant
New-improved
Loan-plan, lending
Low risk
New automobile
Prospect opening, break, chance, occasion
Over expenditure
Definite low interest, preset
Pre-accepted, authorized, confirmed, credited
Funding, outlay
Proposal
Astounding, amazing, wonderful, awesome

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
• ALL CAPS	• Prize	• Order Now	

Message Body

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

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

TNT-DATA Spam Analysis Service

TNT-DATA offers 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. Ask your sales rep for additional details.

For counts and information contact your sales rep