

SPAM AVOIDANCE GUIDELINES

Message Recommendations for Avoiding Spam Filters

InfoUSA has provided words to use and to avoid, these words will maximize your results and help you avoid having your message flagged as as spam.

Industry experts estimate between 10% and 20% of permissioned emails do not arrive in inboxes because receiving ISPs incorrectly identified the message as spam. This presents a problem for marketers because campaign results are lower than they should be and revenue is lost.

WORDS TO MINIMIZE IN YOUR WRITING

Please remember that this list isn't complete, and the rules are always changing. To ensure your messages are completely spam compliant, you should put your email through a spam testing system before you send it.

Using one spam-trigger phrase or word in your email doesn't mean your email will be automatically sent to the bulk folder. The filters work on a scoring system. InfoUSA offers a service that can check the spam score of your email before your campaign deploys.

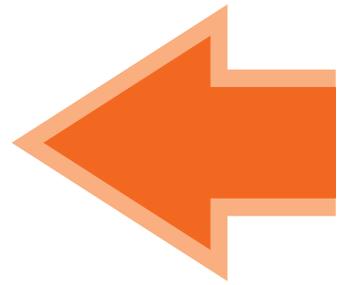
MINIMIZE OR AVOID

Do not repeat words
Do not use ALL CAPS
affordable
bargain or best prices
congratulations
debt
financing
free! for free?, for free!
guaranteed
insurance
investment
just released
loan
low interest

ALTERNATIVES

Spam emails often repeat words with different spellings
If possible, keep everything in lowercase or title case.
reasonably priced, reasonable, inexpensive
good deal, good buy
well done
owe, arrears, bills, deficit, due, liability
banking, expenditure, expenses, funding
no-cost, no-fee, complimentary, sample
proven, certain, affirmed, confirmed, insured
coverage, assurance, warranty, safeguard
expenditure, expense, asset, grant
new-improved
lending
low risk

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MINIMIZE OR AVOID

new car
opportunity
paying too much
permanent low interest
pre-approved
refinancing
unbelievable

ALTERNATIVES

new automobile
break, chance, occasion
over expenditure
definite low interest, preset
pre-accepted, authorized, confirmed, credited
funding, outlay
astounding, amazing, wonderful, awesome

ADDITIONAL WORDS TO AVOID

! or multiple !!!	Free or FREE	A tracking number (visible, not auto-detect)
Act now	Special/free offer	Amazing stuff
Earn \$	Free upgrade	Unsolicited
Limited-time offer	Clickhere (no space)	Financial freedom
Email marketing	Free membership	Satisfaction guaranteed
Win a	Consolidate bill	Free consultation
Urgent	100% satisfaction	Spam
Apply now	Credit card debt	Winner
Adv. Mortgage rate	18 years or older	Drawing
New customers	Future mailing	Celebrity
Free gift	Custom quote	Sexy
Consolidate debt	1-800...or 1-888	Special offer
\$ or multiple \$\$\$	Home financing	Click here/below
Save \$	Dream vacation	

INFOUSA SPAM ANALYSIS SERVICE

InfoUSA email experts can help improve the deliverability of your message. We'll analyze the content of the email message for key words and phrases, and a score is given that indicates the likelihood your message will trigger spam filters. Although all emails are different and we cannot guarantee deliverability, our analysis service decreases the likelihood that the message will be filtered out as spam. **Contact an InfoUSA email expert at 888.297.0899 to learn more.**