

Spam Traps

Avoid the Blacklist and Protect Your Digital Reputation



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Today's Presenters



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Email is the heart of your online identity...and it's the gateway to your digital experience...

Why Are We Here?



- Spam traps have the ability to completely shut down your email program
- Easy way for receivers and legal entities to assess your reputation as an email marketer
- Spam traps affect big brands and spammers alike
- It's a part of our email eco system

Companies That Have Been Blacklisted



- Macy's
- Disney
- Gap
- Gilt
- Facebook
- Citibank
- Capital One
- DMA

Today's Agenda



- Deliverability overview
- Types of spam traps & common misconceptions
- How to avoid traps
- What to do if you get blacklisted
- Wrap up and Q&A

What is Deliverability?



- Delivered vs. Deliverability
 - Delivered – number of messages that did NOT bounce
 - $\# \text{ Delivered} - \# \text{ Messages Sent} - \# \text{ Bounces}$
- IPR (Inbox Placement Rate) - Proportion of messages that make it straight into the inbox
- Getting filtered or blocked by the receivers REDUCES your conversions
- Ignoring deliverability issues will make them worse
- Great deliverability is your foundation to better ROI

Definition of Delivered
“...‘accepted number’ of messages that make it directly into a recipient’s inbox...”

Key Point – great deliverability is your foundation to better ROI

- The issues that affect YOUR sending reputation:
 - Authentication
 - Volume
 - Complaint and hard bounce rates
 - **Spam traps and Blacklist inclusion**
 - Content
 - Engagement (active and inactive subscribers)



Watch out for Zombies!



Tony Moore
Illustration
com

There are three types of spam traps

- Honey pots
- Zombie accounts
- Typo traps

What is a Spam Trap?



- **Honey pots:** accounts created by blacklist providers, not for communication, but rather to lure spammers.
- **Zombie accounts:** email addresses that at one time were active, then left inactive for a period of time (6-18 months), and have since been reactivated by the ISP to identify senders with poor data hygiene practices.
- **Typo traps:** mistyped email addresses at domains that are registered by Blacklist providers.

How do Spam Traps Get on My List?



- eAppend
- @ POS
- Purchased Lists
- Aged Addresses
- Typos
- Malicious Intent

Who Uses Spam Traps?



- ISPs
- Anti-spam organizations:
 - Spamhaus, Spamcop, SURBL
- Security companies:
 - TrendMicro, McAfee



- **Honey pots:**
 - **harvesting** email addresses, or
 - **purchasing** data
- **Zombie accounts:**
 - not removing **hard bounces**, or
 - not communicating regularly
- **Typo traps:**
 - Poor data collection, and
 - Not using confirmed opt-in

5 Steps to Avoid Traps



- Remove hard bounces!
- Send at least one email to every member of your database every six months.
- Remove inactive subscribers.
- Optimize data capture
- Use an email validation service.

How do Blacklists Work?



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- Not all blacklists are created equal
- Some are more serious than others
- Created to list problematic IP's and domains
- Receivers use blacklists to block email
- Spamhaus, SpamCop, URIBL are the most prominent blacklist providers

I Got Blacklisted! Now What?



- You were listed because you have an email address on your file that triggered the block
- Depending on the issue you may have to reach out to the blacklist operator
- Don't assume they are out to get you
- Follow their directions specifically to be delisted
- Blacklists happen to EVERYONE
- Traps are an integral part of our email eco system

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\$0.006 \$0.008	(per email)	100k-200k emails
\$0.0053 \$0.007	(per email)	200k-500k emails
\$0.0045 \$0.006	(per email)	500k+ emails
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