Spam Complaint

best practices
What is a Spam Complaint?

Spam complaints are the reports created when a prospect or the email receiver no longer wants to see such emails in their inbox or is uninterested about the content of the mail. They are received when an email is sent to the subscribers without their permission. This may affect the sender’s reputation, and deliverability rate.

The mailbox provider will record the complaint and forward the complaint emails back to us through a feedback loop.

Spam Complaint Rate:

The total number of subscribers who report as spam out of the total number of messages you have sent is known as the Spam Complaint rate. It can be calculated by dividing the number of complaints by the number of messages delivered to your subscribers' inboxes.

For example, if you send 1000 messages and 1 subscriber marks it as spam, your spam rate 0.1% (1/1000).

Acceptable spam complaint rate:

A spam rate below 0.1% is acceptable; greater than that is considered a high spam complaint rate.

The below table is an example of an acceptable spam complaint rate:

<table>
<thead>
<tr>
<th># of Email Messages</th>
<th># of Spam Complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000</td>
<td>&lt;1</td>
</tr>
<tr>
<td>5,000</td>
<td>&lt;5</td>
</tr>
<tr>
<td>20,000</td>
<td>&lt;20</td>
</tr>
<tr>
<td>100,000</td>
<td>&lt;100</td>
</tr>
</tbody>
</table>
How is spam reported?

There are two ways a subscriber/receiver can report email as spam.

1. When an email receiver clicks on the “this is spam” or “report spam” link or button in their inbox, the report will be sent directly in a feedback loop, also they will be unsubscribed from your list.

2. By clicking the native unsubscribe link and then marking the reason for unsubscribing as Spam, the reports can be viewed on a per campaign/automation email basis to see who reported your email as spam.

Impact on high spam complaint rate:

A high spam complaint rate will result in long-term deliverability issues; it may take at least 30-60 days to repair it, and having a high spam rate will increase the risk of your account being suspended.

How to avoid high spam complaint rate?

- Send the email only to those subscribers selected explicitly within the past 1 year. Clean the older subscribers who are responsible for most of the spam complaints.
- Enable the confirmation email on your forms and add a captcha. This will help in adding only valid email addresses to our list.
- Do not use co-registration, 3rd party, or traded lists of any kind. This will increase the spam complaint rate.
- Add Unsubscribe link close to the top of the email. This will help in unsubscribing from your list instead of marking it as spam. Unsubscribing is much better than marking as spam.
- Make a mark on top of your email representing how they are added to your list. This will reduce the chance of forgetting why they are added to the list and reduce the chance of marking your email as spam.
- Send a welcome message or sequence of messages after the subscriber signing up. So they will be familiar with your email and they won’t mark it as spam.
- Send emails from the same domain where the subscribers have signed up, and always send relevant and personalized automation messages.