

How To Avoid Spam Filters

If you send email campaigns for long enough, you'll inevitably run into spam-filter issues. According to ReturnPath, you can expect 10-20% of your emails to get lost in cyberspace, mostly due to overzealous spam filters. Innocent email marketers who send permission-based emails to people who requested them get spam filtered all the time. Unfortunately, there's not a quick fix. The only way to avoid spam filters is to understand what spam is and how the filters work. Here's the rundown.

In this guide, you'll learn:

- **What spam is**
- **How spam filters work**
- **Common mistakes to avoid**
- **How to prevent false abuse reports**
- **How to understand email firewalls**

Even if you're sending perfectly legal and engaging email newsletters, you need to have an understanding of the spam world. It will keep you out of trouble and make you a better email marketer. Now let's get started.

