

## **Keep your message out of spam folders with Content Detective** <sup>[1]</sup>



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We've all been there: a key constituent reaches out to you because she didn't receive an invitation to a special event; a graduate didn't receive his alumni enewsletter. When you investigate, the person in question is in your report and you can see that they received the message. So what went wrong? Your message may have ended up in a spam folder.

Spam filters focus on key elements of your message in an attempt to legitimize it. From trigger words <sup>[3]</sup> such as free, read, save, and many others to specific phrases and patterns, spam filters try to protect people from unwanted communications...and sometimes your outreach unintentionally falls into that category.

Marketing Cloud has a quick and easy solution that helps keep your messages out of spam folders. With Content Detective <sup>[4]</sup>, you can complete a single-click review of your message before you send it to identify potential spam triggers and make content adjustments accordingly. It's a seconds-long task that reaps big rewards.

### **How to Use Content Detective**

Here's an example of the email we'll be reviewing with Content Detective. It contains some extreme examples of spam-triggering language to illustrate the power of this Marketing Cloud tool.

**Subject:** Join us for a free event this weekend!

**Preheader:** Give us your credit card number now to register.

To view this email as a web page, go here.

## Your membership in the Alumni Association is 100% free!

Take advantage of our lowest prices for homecoming so you and your family can enjoy a once in a lifetime experience at CU.

Use this code to find out if you're a winner of four free tickets to the homecoming game: 1234.

Call Now

To review your email with Content Detective, complete the following steps:

**1. Log into Marketing Cloud and navigate to email studio. On the content tab, locate the content you wish to review.**

The screenshot displays the Marketing Cloud Content Builder interface. At the top, there is a navigation bar with tabs: Email, Overview, Content, Subscribers, Interactions, A/B Testing, and Tracking. Below this, the 'Content Builder' section is active, with a link to 'Use Classic Content'. The interface is divided into two main panels. The left panel, titled 'LOCAL', shows a folder structure under 'CU System University Relations'. It includes a 'LOCAL FOLDERS' section with a tree view showing 'Content Builder' (selected), '20190130\_Training', and '20190212\_Training'. The right panel shows a search bar, a 'Show Folders' checkbox, and a list of content items. The list has a header 'Name' and shows '57 Content Items'. One item is visible: 'Content Detective Example Email' with a preview image and the text 'Join us for a free event this weekend!'.

**2. Click the drop down arrow associated with your content on the right side of the screen and select Content Detective.**

[Email](#)[Overview](#)[Content](#)[Subscribers ▼](#)[Interactions ▼](#)[A/B Testing](#)[Tracking ▼](#)

## Content Builder [Use Classic Content](#)

LOCAL

SHARED

CU System University Relations

LOCAL FOLDERS

Content Builder

20190130\_Training

20190212\_Training

20190515\_Training

20190607\_Training

20190612\_Training Test

20190717\_Training

20190813\_Training Invite

20190814\_Training

Alumni Survey

Search

Show Folders

57 Content Items | [Content Builder](#) > [eComm](#) > [enews](#) > 20

	Name
<input type="checkbox"/>	<div>Content Detective Example Email</div> <div>Join us for a free event this weekend!</div>
<input type="checkbox"/>	<div>eComm News - August 2019</div> <div>eComm News   August 2019</div>
<input type="checkbox"/>	<div>MEC Weekly Digest 081619</div> <div>MEC Weekly Digest   August 16, 2019</div>
<input type="checkbox"/>	<div>MEC Weekly Digest 080919</div> <div>MEC Weekly Digest   August 9, 2019</div>

3. Content Detective will begin scanning your email content for spam triggers.

[Email](#)[Overview](#)[Content](#)[Subscribers ▼](#)[Interactions ▼](#)[A/B Testing](#)[Tracking ▼](#)

Checking content of: Content Detective Example Email

Scanning Email Body



4. When the scan is complete, Marketing Cloud will display your results and suggested corrections.



Problem(s) Detected: You may send your email as usual, however, some of your email content may activate spam filters. Please see

Email Name: Content Detective Example Email

### Subject line :

**Problem:**

Subject Contains "free."

**Resolution:**

Use a different term to describe your offer to improve deliverability.

### HTML Version :

**Problem:**

Body of email contains "100% Free".

**Resolution:**

Use 'Free' without any other qualifiers.

**Problem:**

Body Contains "4U."

**Resolution:**

Remove this phrase from your email to improve deliverability.

**Problem:**

Body Contains "call now."

**Resolution:**

Remove this phrase from your email to improve deliverability.

**Problem:**

Body Contains "you're a winner."

**Resolution:**

Remove this phrase from your email to improve deliverability.

**Problem:**

Body Contains "once in a lifetime."

**Resolution:**

Remove this phrase from your email to improve deliverability.

**Problem:**

Body Contains the word free, which is often used by spammers.

**Resolution:**

Remove the word 'free' from your email to improve deliverability, though one occurrence of the word is unlikely to cause problems. Do not

**5. Make the recommended changes to your email. You'll likely edit in the layout version, but it's a good idea to ensure that the changes are reflected in the text version as well.**

Marketing Cloud [5], spam [6], spam filter [7], trigger [8], content detective [9]

**Display Title:**

Keep your message out of spam folders with Content Detective

**Send email when Published:**

Yes

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**Source URL:**<https://www.cu.edu/blog/ecommerce-wiki/keep-your-message-out-spam-folders-content-detective>

**Links**

[1] <https://www.cu.edu/blog/ecommerce-wiki/keep-your-message-out-spam-folders-content-detective>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/13789>

[3] [https://help.salesforce.com/articleView?id=mc\\_es\\_trigger\\_words.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_trigger_words.htm&type=5)

[4] [https://help.salesforce.com/articleView?id=mc\\_es\\_content\\_detective.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_content_detective.htm&type=5)

[5] <https://www.cu.edu/blog/ecommerce-wiki/tag/marketing-cloud> [6] <https://www.cu.edu/blog/ecommerce-wiki/tag/spam>

[7] <https://www.cu.edu/blog/ecommerce-wiki/tag/spam-filter> [8] <https://www.cu.edu/blog/ecommerce-wiki/tag/trigger>

[9] <https://www.cu.edu/blog/ecommerce-wiki/tag/content-detective>