

Keep your message out of spam folders with Content Detective ^[1]



August 19, 2019 by [jennifer.mortensen](#) ^[2]

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 newsletter. 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 ^[3] 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 ^[4], 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 shows the Marketing Cloud Content Builder interface. At the top, there is a navigation bar with tabs: Home, Email, Overview, Content, Subscribers, Interactions, A/B Testing, and Tracking. Below the navigation bar, the 'Content Builder' section is active, with a link to 'Use Classic Content'. On the left, there is a sidebar with 'LOCAL' and 'SHARED' tabs. Under 'LOCAL FOLDERS', there is a folder named 'Content Builder' which contains two sub-folders: '20190130_Training' and '20190212_Training'. On the right, there is a search bar and a 'Show Folders' checkbox. Below that, it shows '57 Content Items' and a breadcrumb trail: 'Content Builder > eComm > enews > 2'. A table lists content items with a 'Name' column. One item is visible: 'Content Detective Example Email' with a subtext '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.

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

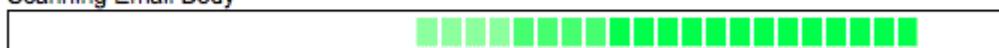
57 Content Items | [Content Builder](#) > [eComm](#) > [enews](#) > 20

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

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

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

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

[4] 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>