

HOW TO MAINTAIN SUPERIOR DELIVERABILITY

Talk Fusion is justifiably proud of our Deliverability record. We are able to effectively send and deliver millions upon millions of Video Emails, all over the world, each and every day.

While this is due, in part, to our extensive server architecture, it is also because of the whitelisted Sender Score Certified™ reputation that we have worked so hard to earn and maintain. Whether you realize it or not, this placement on the well-respected **Return Path® Sender Score Certified** list has a tremendous impact on your potential for success in this business. [Click here](#) to read more about what Talk Fusion is doing to ensure superior deliverability.

The main point you need to remember is this: **An over-aggressive SPAM filter can block any email; regardless of how legitimate the email is.** There are many factors that can cause a legitimate email to be labeled as SPAM. When this happens, it is called a “false positive”. That doesn’t mean there is anything at all wrong with the sender or the service; false positives can happen to anyone. The key is to do all you can to reduce the risk.

One thing YOU can do to help ensure your Video Emails are delivered is to use caution when you select your Subject Lines and keywords.

It might be obvious that using terms like “**multi level marketing**” or “**great offer**” would trigger SPAM filters, but did you know that seemingly safe words or phrases like “dear friend”, “work at home” or “marketing solutions” can also stop your message before your contact ever has a chance to see it?

Why are SPAM blockers so aggressive? According to industry experts, up to 73% of global email is SPAM. In order to help combat it, Internet Service Providers (ISPs) and companies increasingly rely on automated SPAM filters. False positives mainly occur for two reasons:

1. The Internet Service Provider (ISP) automated SPAM filters are too aggressive
2. The individual user’s own security settings or email content

Because ISPs are always adding more SPAM trigger words, there can never be a comprehensive list, but here are some you should definitely avoid:

- Email marketing
- Financial freedom
- Investment decision
- See for yourself
- Marketing solutions
- Take action now
- Work at home
- Online biz opportunity
- Free website

It is a good idea to routinely Google “SPAM trigger words” and avoid creating subject lines using any of the words on the response lists. Taking this step will help you ensure superior Video Email deliverability.

If a Talk Fusion Video Email is inadvertently sent to the Junk folder, it can be easily corrected.

Simply add Talk Fusion (videoemaildelivery@talkfusion.com) to your email safelist. Each service provider’s method is a little different. [Click here](#) to view the “safelist” addition methods for many of the leading email providers and SPAM filters.

Once you have completed the “safelist addition” process, your Video Email – and all subsequent ones – should be sent directly to the Inbox.

What can you expect from Talk Fusion Video Email, if you take the above steps?

Talk Fusion’s deliverability rate is in the top 1% of all commercial email companies in the entire world. We are extremely proud of this and have gone to great lengths and expense to ensure it. Please understand that this does not mean that every Talk Fusion Video Email will be guaranteed to be delivered to the inbox 100% of the time. As stated earlier, no company can make that claim.

We continually test our Video Email deliverability against some of the best SPAM assessment tools available. One such tool, used by most ISPs around the world, is SPAM Assassin.

The scoring system works like this. Anything over 5 may cause deliverability issues, while scores greater than 10 frequently develop delivery issues. Anything below 5 is believed to be a legitimate email and should be delivered to the inbox. A properly managed SpamAssassin installation correctly identifies 90% to 95% of spam with less than 1% false positives.

***The average Talk Fusion Video email scores -5.3 on the Spam Assassin scale.
This is an incredibly low SPAM score.***

Results	
Filters Passed 100%	SpamAssassin Score -5.3

As you can tell, Talk Fusion maintains an amazing deliverability score, and we want to make sure you have every opportunity to benefit from our efforts. By carefully selecting your subject lines and properly managing your email account settings you’re doing your part to make sure that your deliverability score is superior as well.