

Getting Your Legitimate eMail through SPAM Filters

Email continues to be one of the most pervasive methods of communication on the planet today, with over 1.1 billion users worldwide in 2006. This universal popularity combined with the low cost of webbased direct marketing campaigns has helped propel eMarketing into the economic stratosphere and email has become one of the most effective and efficient modes of marketing across the globe. Although this boom has been rewarding for consumers and businesses alike, the proliferation of spam and other shady practices has complicated things for legitimate marketers who are forced to jump through more and more hoops to get their products and services to both existing and potential customers.

Out of 171 billion email messages sent per day, nearly 71% are sent by spammers. Spam filters are helpful for fighting this onslaught, yet they can block out anywhere from 40-80% of all emails and some accredited marketers are increasingly finding their emails blocked by ISPs. In fact, blocked legitimate email costs U.S. businesses nearly \$3.5 billion a year, according to a new study from San Francisco based Ferris Research Inc. What can you do to ensure that your campaign reaches your intended recipients?

Experts suggest that you make sure your mail servers are secure, that you authenticate your IP addresses, keep a well-configured infrastructure, and avoid spam traps. Limiting the volume of email going to unknown users is important, as permission-based email marketing campaigns have a much higher chance of making it safely into their consumers' inboxes unobstructed.

Luckily for savvy businesses who want to create dynamic and profitable email campaigns that reach their targeted market, San Diego Media offers a state-of-the-art hosted permission-based email marketing solution that delivers precise and highly targeted direct email campaigns with a variety of powerful marketing tools. If you want to generate increased revenue and build customer loyalty, the functionality and flexibility inherent in the MaxEXP® email solution will help drive profits and increase your return on investment. To get started with MaxEXP®, contact San Diego Media today at www.sandiegomedia.com.