



**Sella Yoffe**

Email Deliverability & Email Marketing Expert  
Podcast host & Blogger @ CRM.BUZZ

# Myth-busting in email marketing

## Clearing up misconceptions

### Part II



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Podcast host & Blogger @ CRM.BUZZ

## don't use spammy words

In the past, email filtering was accomplished by identifying specific keywords (spammy words) in both the subject and body of emails.



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## don't use spammy words

In those early days of content filtering, emails may have been classified as spam if they contained words like "free", "discount" and many other words.



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## don't use spammy words

Various tools within email platforms and external web tools would take into account spammy words when determining the spam score of an email.



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**don't use spammy words**

However, using  
**spammy words is no  
longer a relevant** factor  
in spam filtering when  
sending emails to Gmail  
(and several other major  
mailbox providers).



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## don't use spammy words

Gmail may use "spammy words" along with other factors to determine whether an email is promotional and should be sent to the promotional tab.



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## don't use spammy words

In some situations, such as B2B emails, the use of "spammy words" is still relevant as keyword-based spam filtering is still employed.



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want more accurate and  
relevant email marketing  
and deliverability content?

