



E-Mail Marketers Have New Tools to Combat Anti-Spam 'False Positive' Bounces

DEERFIELD BEACH, Fla., Jan. 24 /PRNewswire/ -- Bounced messages are unwelcome guests in any professional e-marketer's inbox. But even more frustrating than ordinary bounces are the frustrating "false positive" bounces: messages that should have reached registered subscribers but were undeliverable because an anti-spam gateway or service deemed them common spam. A new feature offered by **Global IntelliSystems**, one of the top e-mail service providers (ESPs), is rapidly solving the problem.

"Many of the major anti-spam software or appliance products generate false positive bounces," Shary Thur, president of **Global IntelliSystems**, said. "The good ones will work with the ESP and will quickly adjust their filters to resolve the problem. But the others will simply pretend the problem is not important and will turn their backs on the ESP community. Those are the ones we've built a new service for, and the reduction in false positives has been tremendous -- as high as 42 percent."

An average e-mail broadcast contains approximately 8,000 unique domain names. Any mailing will normally have some legitimate bounces, but false positives are a sign that an anti-spam gateway or appliance identified the message as spam and refused to deliver it to the intended recipients. "The time it takes to contact every single domain or mail administrator regarding false positives is so significant that most e-marketers don't have the time to follow through," Thur said.

False positives can cause subscribers to miss dozens of messages, many of which they pay for without ever knowing they were sent. The new service automates the notification process by alerting intended recipients of missed messages and monitors the success and failure rates of all mailings. If false positives continue, the service automatically notifies the mail administrator responsible for the domain. "The success rate in clearing false positives is over 30 percent per month, and in some cases over 40 percent in a given week," Thur said.

Recipients alerted via the new service were thankful to be made aware of the problem. Some recipients assumed their subscriptions to newsletters or other electronic communications had been cancelled, when in fact the mail was consistently being identified as spam and getting stuck at the gateway. "Subscribers who'd paid for newsletters they didn't receive were quite upset with their mail administrators for not being proactive and spotting the problem before we did," Thur said.

Global IntelliSystems is one of the largest e-mail service providers in the industry. With headquarters in Florida and offices in Virginia and New York, **Global IntelliSystems** specializes in helping clients achieve maximum deliverability for their e-mail marketing campaigns. For more information, visit <http://www.GLIQ.com> or call (800) 707-7074. Shary Thur can be reached at sthur@GLIQ.com.

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