# Introduction

Many campaigns fail because the test emails end up in the SPAM folder (e.g. if you define a sender email domain that does not exist, most email servers will reject that email as SPAM. Also, sending an email with a link that contains only an IP address instead of a domain or has certain keywords, may also trigger SPAM filters). There are many reasons for getting filtered and a few things that can be done. More info can be found here. This SPAM check does not replace the checklist, but it gives the user a quick indicator about possible issues.

How to avoid SPAM?

Before going live with a campaign we recommend:

- **Test Run**: Before you start your real campaign against all users, always have LUCY send an email to one specific account (must be the same domain as the final recipient group domain) and see if it arrives fine.
- **Built-in SPAM Check**: Run the built in SPAM checker from LUCY. It can be activated under "Help/Spam Checker":
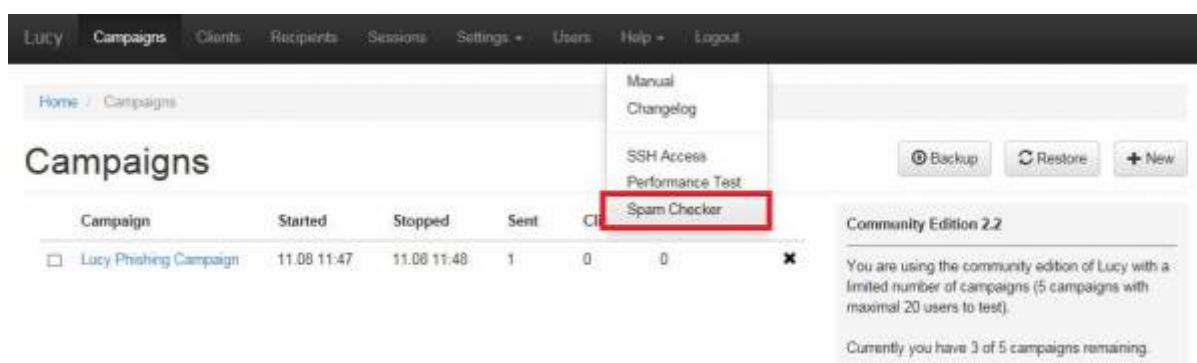
After selecting a campaign, it will present you with the summarized results after a short 2-3 minutes testing phase (please refresh the page if there is no result shown after more than 5 minutes):

- **Test with External SPAM Checker**: Sometimes, email might go directly to the recipient's SPAM Inbox because some Spam filters classify emails as SPAM if the subject or body contains certain key words. You can verify your email content by using a free service like http://isnotspam.com/. You can enter the email shown in such a service into your Recipient list and then analyze the output on the remote site after you send an email with LUCY to that server. If you mails still get flagged you can test your domain/reputation (see details in this article: https://sendgrid.com/blog/5-ways-check-sending-reputation/)

What type of SPAM checker tools are build into LUCY?

LUCY has two SPAM checks build into the product:

- A SPAM check that runs automatically when you start a campaign
- A separate SPAM checker tool that can be started anytime

Where is the independent SPAM checker located?

If you only want to run a SPAM check without starting the campaign you can go to the navigation item "upport/spam check" and select the campaign which you want to test against SPAM.

What is the LUCY SPAM check doing?

The SPAM check is testing your DNS settings (SPF, PTR etc.), see if the IP or domain is listed in any

blacklists and verifies if the content of your landing page or message contains any suspicious words that give it a high SPAM rating.

How long is the SPAM check running?

This depends very much on your settings (advanced settings | Spam Tests): if yoz select "use full blacklist" LUCY will test your domain/IP against more than 200 online databases. This can take up to 30 minutes.

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