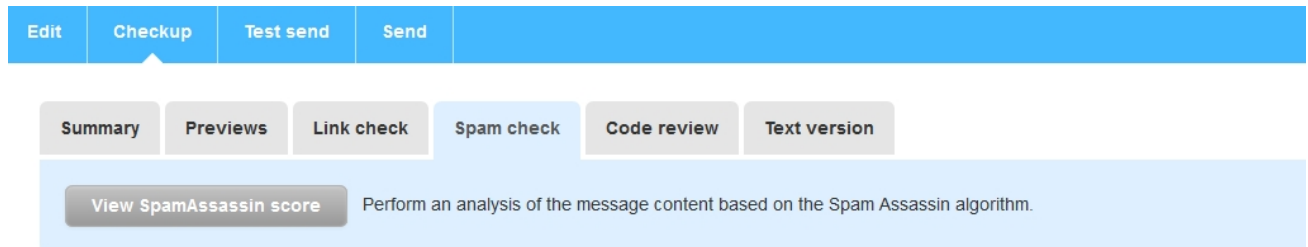


Spam check

What it is

Before you send a message you should always take a look at the **Span Check** tab in the [Check-Up](#) feature to see if there are *red flags* with regard to the message possibly being misinterpreted as SPAM by receiving Internet Service Providers.

The feature leverages the [SpamAssassin](#) algorithm to analyze the message.



Done with message Checkup?

- › Send a test
- › Set up an A/B test
- › Set up your campaign

Click on the View SpamAssassin score button to perform an analysis of the message

How to interpret the score

The score shown in this section (**Score**) is the sum of the values reported in the lower part of the page.

Here is an example of a report.

[Edit](#)
[Checkup](#)
[Test send](#)
[Send](#)

[Summary](#)
[Previews](#)
[Link check](#)
[Spam check](#)
[Code review](#)
[Text version](#)

Spam: false Score: 1,1 Threshold: 5

How to interpret your score:

The higher the score, the more likely the e-mail will be considered spam by ISPs, which means the more likely it is to get blocked or delivered to spam folder. Score levels:

0.0 - 4.5 > nice and clean, no problems except the minor ones below; no action required

4.6 - 7.0 > the strictest filters may object; clean up the easy-to-find issues (below)

7.1 - 10.0 > getting into dangerous territory; clean up any big issues and the easy-to-find smaller ones

10.1 - 13.0 > likely over ISP limits; requires good review and cleaning up

13.1+ > major problems; overhaul needed, systematically clean, point by point and then re-test

Here are the issues we found:

Results:

Content analysis details: (1.1 points, 5.0 required)

pts	rule name	description
1.1	MIME_HTML_ONLY BODY:	Message only has text/html MIME parts
0.0	URIBL_DBL_ABUSE_REDIREC	Contains an abused redirector URL listed in the DBL blacklist [URIs: bit.ly]

The higher the score, the greater the chances that the message will be considered SPAM.

The **Threshold** shown has a value of **5** because that's the level above which many receiving ISPs will penalize the message and could deliver it automatically to the junk folder

Some frequently reported warnings

0.6 HTML_IMAGE_RATIO_04 BODY: HTML has a low ratio of text to image area

This indicates that the images inserted in the message weight too much compared to the text portion of the message. This refers to the total KB of the text vs. the total KB of the images. The solution is using fewer or smaller images, and/or inserting additional text.

1.1 URIBL_GREY Contains an URL listed in the URIBL greylist [URIs: domain.com]

The message contains links to a domain that has some reputation issues. To solve the problem, the message creator must remove any reference to that domain. This includes:

- Message text
- Links
- Image locations (the domain included in the absolute path to the image)

You can find a detailed list of all the rules - and their explanations - on the SpamAssassin Web site at <http://wiki.apache.org/spamassassin/Rules>