GUIDE TO REMOVING SPAM TRAPS

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1

Spam Traps Explained

Manage Spam Traps For Better Email Deliverability

Spam Traps can affect even the most experienced email marketers. Email list hygiene is a best practice that is necessary to avoid spam traps, honeypots, and bounced emails in your marketing lists. Removing these bad emails from your contact lists will increase the likeliness of reaching the inbox.

2

What Are Spam Traps?

Understanding Spam Traps

Spam Traps are email addresses that exist and actively receive email. They are used by large mail service providers and email spam filtering companies to identify spammers and unsolicited marketers. The domains and IP addresses associated with sending mail to these honeypots are often blacklisted.

3

What Are The Different Types of Traps?

Pristine Vs Typo Vs Recycled Traps

ISPs and mail service providers often use older emails that are inactive, due to not having a user login for years. These are known as recycled spam traps. Typo traps are also quite popular, such as misspelling hotmail.com as hotmmail.com. Pristine spam traps are brand new emails never used before.

4

Keep Email Bounce Rates Low

Low Bounces Improves Email Deliverability

When using email validation for your email marketing lists, you can safely remove invalid emails that will bounce or are no longer active. This keeps your sender score healthy with mail service providers (MSPs) and in line with best practices for bulk senders. Most providers have a threshold which when exceeded will cause poor IP reputation and domain blacklisting.

5

Recheck Email Validation Every 6 Months

Routine Email List Cleaning Is Necessary

Maintaining healthy sender scores requires validating emails every 6 months to identify new bounces or reputation statuses that have changed since your list was last cleansed. Inactive emails often become recycled spam traps, so it is important to remove inactive emails and any spam complainers.

6

How To Delist Spam Trap Blacklist?

Most Blacklist Services Delist Within 24 Hours

If your domain or IP address has been added to an RBL blacklist like Sorbs, Spamhaus, Spamcop, Brightcloud, Talos, UCEProtect, Lashback, or similar services then it is important to immediately cleanse the email list which caused the blacklisting. These sites display a delist process on their website to clear the blacklist.

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Learn more at
https://www.ipqualityscore.com/spamtrap-email-address-test