

Stop Your Messages From Being Trashed... Get Past The Yahoo! Bulk Mail Folder!

With all of the unsolicited emails being sent to our inboxes on a daily basis, it's hard to blame the Internet community for getting sick of receiving this irritating and mostly useless material. However, despite our pleas and attempts to stop this, spam is actually getting worse. It's no wonder that large free web-based mail services like "Yahoo! Mail" have setup bulk/junk mail filters to not only alleviate the stress of having to go through hundreds of junk emails, but also to make it harder for spammers to get their messages out.

Unfortunately for all of us who follow the rules of permission based email, we end up having to deal with the consequences of these filters regardless. This does make things harder on us in the short term, but if we stick to the rules, we have nothing to hide and there shouldn't be a problem having issues resolved.

For example, we discovered that about 11% of our list was getting filtered by the Yahoo! bulk mail filter. This of course was a tremendous error as all of our subscribers are people who have specifically asked to be on our mailing list. I had our postmaster email Yahoo! immediately to try to resolve the situation and to my relief, Yahoo! already had a system in place to deal with these situation.

How does the Yahoo! bulk mail filter work anyway?

Put simply, Yahoo! takes a record of your IP address and filters any large mailings they deem to be a "bulk mailing". That means no matter who it is that you're sending to, your IP address is logged and if you send too many emails at a time, they will flag you as a bulk mailer and place all of your emails in a bulk mail folder.

Our postmaster spent over 80 hours trying to find information on how to get our IP address removed from this filter... And after all of the heartache, we found a sound procedure. Here is the exact procedure that we used to get ourselves out of the bulk email filter...

Step 1: Writing to Yahoo!

I don't know exactly what Yahoo! prefers for the formatting of your email, but ours seemed to work just fine. Here is the message you should use...

Message #1

Hello,

Customer care referred me to this address to discuss problems that we are having with our email sent to our subscriber base being filtered into Bulk Mail folders in Yahoo! web mail.

Our IP address is *(enter your ip address here)* and we have a subscriber base of approximately *(enter your subscriber base here)*, and of that there are about *(enter in the number of @yahoo.com addresses in your list)* "@yahoo.com" addresses.

Can you please advise as to what we can do to avoid this from happening in the future? Any assistance of guidance from you is sincerely appreciated.

Thank you in advance for your feedback

Best regards,

(enter your name here) - Postmaster
(enter company name here)
(enter email address here)

You'll then need to send this email to: **bulkmailinquiry@yahoo.com** with the subject: **Bulk Mail Inquiry**

Step 2: Confirmation and Questionnaire from Yahoo!

Once your message is received, you will get a confirmation back from Yahoo! along with a questionnaire. Make sure that you answer the questionnaire honestly and thoroughly. If the questionnaire leaves any doubt, your application will not be approved and **you won't be able to apply for another 6 months!**

Here is the questionnaire you should expect back (if you want a head start, I recommend getting the answers together ahead of time)...

Message #2

Dear (Your Name),

Thank you for getting in touch with us regarding the Yahoo! Bulk Mail Folder. Yahoo! appreciates being notified when people feel that messages being filtered to the Bulk Mail Folder should be delivered to the Inbox. In order for us to evaluate the situation and determine where your email is most appropriately delivered, we have put together a short questionnaire and ask that you provide responsive, complete and truthful information. Please note that by submitting this information to Yahoo!, you agree to be bound by the Yahoo! Terms of Service. Also note that if Yahoo! is made aware of any indication that your answers are false or inaccurate we may, in our sole discretion, take appropriate action, including but not limited to directing email to the Bulk Mail Folder and refusing to evaluate any future questionnaire submissions for a period of 6 months. Yahoo! will only evaluate an additional submission if the policies and information of the sender have substantially changed and it has been at least six months since the previous submission.

We appreciate you taking the time to provide us with the following answers and information:

- Do you rent, lease, buy or otherwise obtain email lists from companies, individuals, organizations, or websites, other than those you own, that do not indicate that the customer will be subscribed to this specific email list?

-- If yes, do you explicitly send to the email addresses on the acquired lists an opt-in email to your email lists? --If yes, please attach an example of this email.

--If you send email for other companies, please provide us with your standards for accepting their email lists.

-Do you rent, lease, sell or otherwise give email lists to other companies, individuals or organizations that do not provide notice to the email users that they will be subscribed to the buyer's specific email list?

-Do you remove email addresses from your list if emails to them bounce?

--How many bounced emails are required before you consider the email address to be inactive and remove the address from your list?

--After an email address reaches your bounce limit, how many hours does it typically take to remove the email address from your list?

-If a user unsubscribes from your email list, how many hours does it typically take to remove the email address from your list?

-If a user unsubscribes from your email list, what happens to that email address in your database?

-Please attach an example of your most recent mailing to a Yahoo email account (preferably one that was delivered to the bulk mail folder).

-Please provide the URL of your website.

-Please provide the URL of your privacy policy.

-Finally, please provide the URL of the site at which users opt-in to receive your mailings.

Please forward the above answers and information to (*address*). Yahoo! will evaluate your submission as quickly as possible to make sure that messages are delivered to the appropriate place.

Best regards,

Julia
Yahoo! Mail

Step 3: Waiting for Approval

This is the moment of truth... And if you did everything right, you should get this approval message...

Message #3

Dear (Your Name),

Thank you for getting in touch with us regarding the Yahoo! Bulk Mail Folder. Based on the answers and information you provided, we have determined that your email is most appropriately delivered to the Inbox. Please note that this does not guarantee your email will not be sent to the Bulk Mail Folder. Further, if Yahoo! is made aware of any indication that your answers were false or inaccurate we may, in our sole discretion, take appropriate action, including but not limited to directing email to the Bulk Mail Folder and refusing to evaluate any future questionnaire submissions for a period of 6 months. To assist us in this process, we need the following information:

The IP address(es) from which your mailings are sent. The "From" address(es) in the mailings you send. A contact email address that we can reach you for important service announcements. Ideally, this email address would not go to a specific person, but instead go to a position.

Please forward this information to *[address]* and we'll begin the process as soon as possible.

Sincerely,

Julia
Yahoo! Mail

Keep in mind that this procedure took our postmaster over 80 hours to research and find, so please if you are approved, respect the privilege and don't abuse the system... otherwise we may have this taken from us too.

Get the skills without the spills!

Finest Regards,

Boris Chow

About This IMC Contributor

Boris Chow is a seasoned Internet marketer and member of the IMC Think Tank, the team of Internet marketing professionals who gather in the IMC Private Site to spill the beans about Web marketing breakthroughs -- as they happen!

To learn their profitable secrets (and avoid the costly mistakes) so you'll have more time to grow your business, visit <http://www.marketingchallenge.com> for instant access.