

THE MARKETER'S GUIDE TO SUBSCRIBER COMPLAINTS



INTRODUCTION

Nobody likes a complainer—especially when it comes to your email program. But complaints happen, even for the best senders. And receiving a complaint doesn't have to be the end of the world. In fact, they can be a helpful indicator of any blind spots in your email program, allowing you to optimize your program and increase subscriber engagement and ROI.

In order to take advantage of the opportunity of complaints for program optimization, you need to understand:



What complaints are and how they impact your program



What can cause subscribers to complain and tactics to minimize dissatisfaction



What feedback loops are how they help protect your program

In the *Marketer's Guide to Subscriber Complaints*, we walk through the ins and outs of email complaints and offer tactics and examples to help improve your program for more positive engagement.

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CHAPTER 1:

SUBSCRIBER COMPLAINTS AND HOW THEY AFFECT YOUR EMAIL PROGRAM

A mailbox provider's goal is to provide their users with an inbox full of emails they want and eliminate any messages that are unwanted.

When subscribers complain about an email, they are telling their mailbox provider they aren't happy about that message reaching their inbox. As a result, mailbox providers subsequently filter incoming messages from IP addresses generating high complaints, sending them to the spam folder. If a sender's IP address receives repeated complaints from multiple users, the mailbox provider may eventually block it completely.

SUBSCRIBER COMPLAINTS AND HOW THEY AFFECT YOUR EMAIL PROGRAM *(continued)*

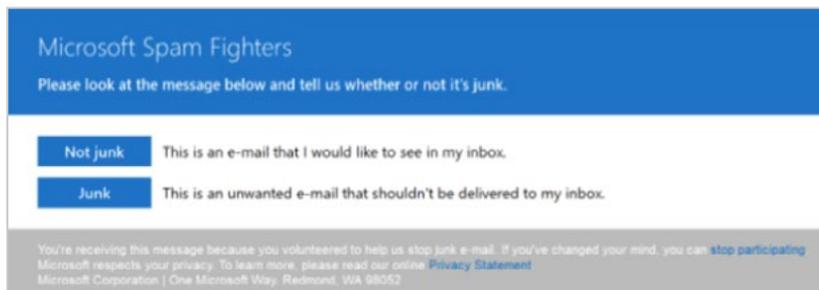
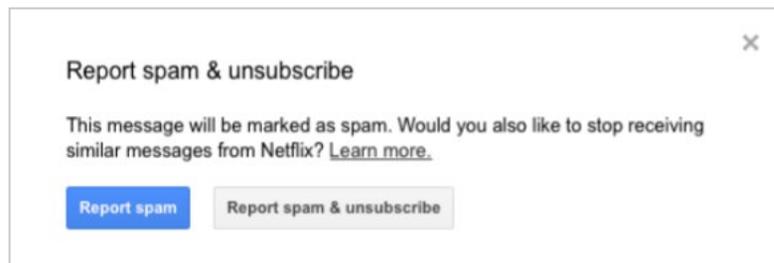
How do subscribers complain?

There are a couple of ways subscribers can generate a complaint. The most common is by clicking the “this is spam” or “this is junk” button in their mailbox interface.

Very determined subscribers can also generate a complaint by emailing the postmaster or spam agency, like SpamCop.

Another complaint mechanism is the Microsoft Spam Fighters Program, or “sender reputation data” (SRD). Through this program, a panel of trusted Outlook.com users are asked to vote on whether or not they consider your emails to be spam. Enough “This message is Junk Mail” votes and your emails will start to be routed to the junk folder for Microsoft subscribers. Conversely, enough “Not Junk Mail” votes from your subscribers will decrease emails reaching the spam folder and increase emails reaching the inbox at Outlook.com.

Note that this metric is also weighed fairly heavily in Return Path’s Certification program, so enough “Junk Mail” votes through SRD can affect your Certification status, and thus deliverability at other mailbox providers as well.

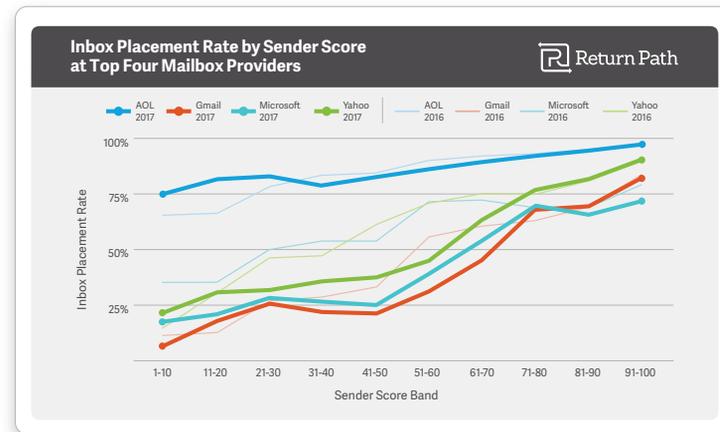
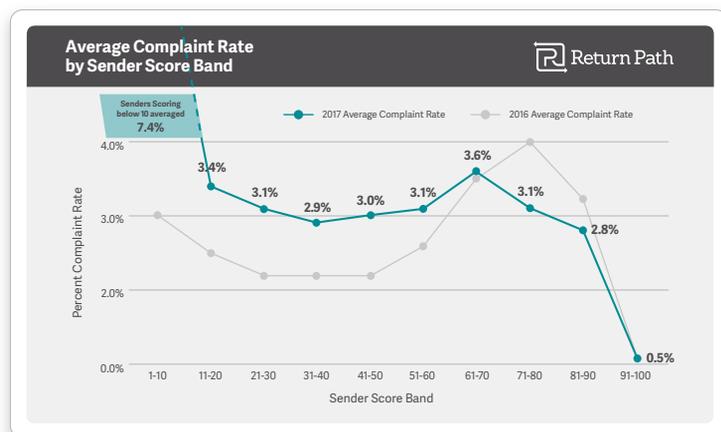


SUBSCRIBER COMPLAINTS AND HOW THEY AFFECT YOUR EMAIL PROGRAM *(continued)*

How do complaints affect deliverability?

As a clear sign of user dissatisfaction, mailbox providers weight complaints heavily in their filtering algorithms. The graph below shows the impact of complaints on sender reputation scoring. Only marketers with complaint rates below 0.5 percent manage to receive the highest Sender Score (between 91 and 100).

As shown in the graph of the left, complaints can damage your reputation. The resulting lowered reputation will then impact your deliverability as shown in the graph below:



Deliverability declines as complaints increase, costing marketers access to their subscribers. In order to protect your program, you need to understand why your subscribers are complaining in the first place.



CHAPTER 2:

WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM

Senders often react with surprise when they are confronted with high complaint rates, frequently lamenting, “My emails *aren’t* spam—everyone on my list opted in to receive them!” In reality, complaints are generated at different points of the subscriber lifecycle and for a variety of reasons. Following are the main scenarios that drive subscriber complaints at different points in the customer journey and our recommendations to help you avoid complaints.

WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM *(continued)*

Part 1: Starting out

Many complaints are generated right at the start of the new subscriber relationship. This may seem counterintuitive: why sign up to an email program, only to immediately hit the spam button? This is often about consent—subscribers may not realize they agreed to be part of your email program in the first place! In fact, complaints are very common at the start of the subscriber relationship and, on average, the first email message marketers send to new subscribers receives a four percent complaint rate.

Below are the most common reasons marketers receive complaints from new subscribers:

1 I didn't sign up with your email program (scenario 1). If recipients really didn't consent to receive your emails, then you're asking for complaints—and possibly breaching government legislation, too. This means third-party opt-in data should be used with particular caution. Many of these mailbox owners never intended that their email addresses would be used by your program.

Recommendations:

- Carry out due diligence into how any third-party email address data has been sourced.
- Review the opt-in process for any co-registration partner.
- If possible, separate it from your own first-party data using a different IP address so the reputation metrics for your general list aren't impacted.

2 I didn't sign up with your email program (scenario 2). Typos, finger fumbles, or subscribers who don't know their ".com" from their ".co.uk" mean it's entirely possible that incorrect addresses end up on your list—despite being actual, valid email addresses. When the real owners of these addresses receive your emails, they're going to complain. Another implication is some of the most common misspellings are actually spam traps, and you'll be viewed as a bad sender if you broadcast to these addresses.

Recommendations:

- Insist on double entry of the email addresses at point of collection.
- Use a confirmed/validated opt-in process.
- Regularly screen your list for malformed domains (e.g., Hotmaill.com).
- Use a real-time address verification service.

WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (continued)

3 I didn't think I signed up with your email program. This often happens when a passive opt-in process is used. New subscribers are either presented with a pre-checked consent box, or they must check an empty box if they don't want to receive emails—another practice that could be breaching government legislation. Either approach may result in subscribers opting in without being aware that they have provided consent.

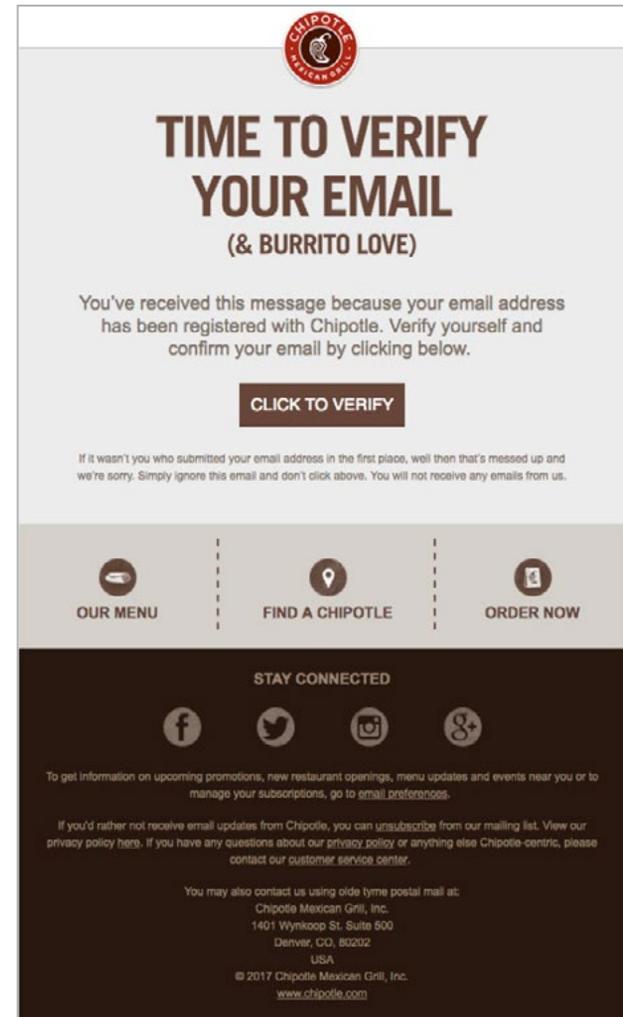
Recommendations:

- Senders should use a positive opt-in mechanism, where new subscribers provide an active indication of consent.

4 I only signed up with your email program. Subscribers will complain if they believe they signed up to receive emails from brand A, and subsequently receive them from brands B, C, and D as well! There are two ways this can happen: 1) where several brands operate within a parent company, or; 2) where permission is given for personal details to be shared with “trusted partners” (or similar wording).

Recommendations:

- Explicitly name all brands that emails will be received from.
- Provide separate opt-in to receive email from third parties.



WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (continued)

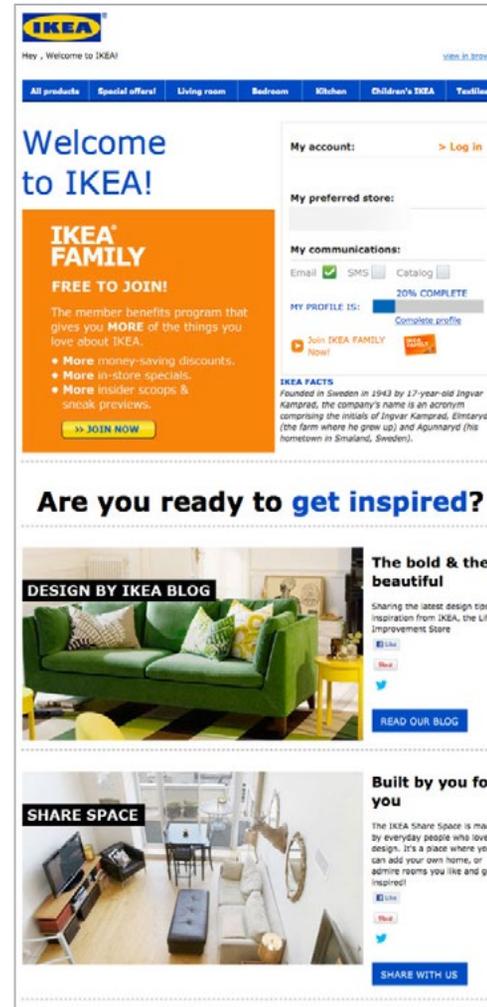
Part 2: Building a relationship

Once new subscribers are signed up, the next set of complaint drivers are all about recognition. If recipients don't make the connection between the brand that they have registered with and the emails that they subsequently receive, the likelihood of complaint activity increases.

- 1 Am I really welcome?** Many email programs will send a welcome email to provide confirmation of the new subscription. This plays an important role in positively reinforcing the new relationship that has been created. In fact, welcome messages have an average read rate of 23 percent—well above the overall average. Even better is to spread the welcome process over several emails to create more touchpoints at the beginning of the subscriber relationship.

Recommendations:

- Implement a welcome email and send it within 24 hours of signing up.
- Expand a one-off welcome email into a multi-stage onboarding program.
- In the welcome email, tell subscribers how they will benefit from being members of the program, explain what to expect, and answer commonly asked questions.



WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (*continued*)

2 I don't know who you are. The situation being described here assumes the sign-up process was valid. However, when the email is sent, it fails to generate recognition and leads to a spam complaint instead. This could reflect poor branding or inconsistent use of the “friendly from” field:

Recommendations:

- Use a consistent “friendly from” that new recipients will recognize and trust.
- Don't send the emails from an “individual” name. This is largely viewed as a spammy practice.
- Take advantage of the pre-header to drive increased recognition.
- Display your logo within the inbox so subscribers can easily identify your brand by implementing [BIMI](#) or [Gmail's email annotations](#).
- Use language and design in the email that is consistent with the brand.



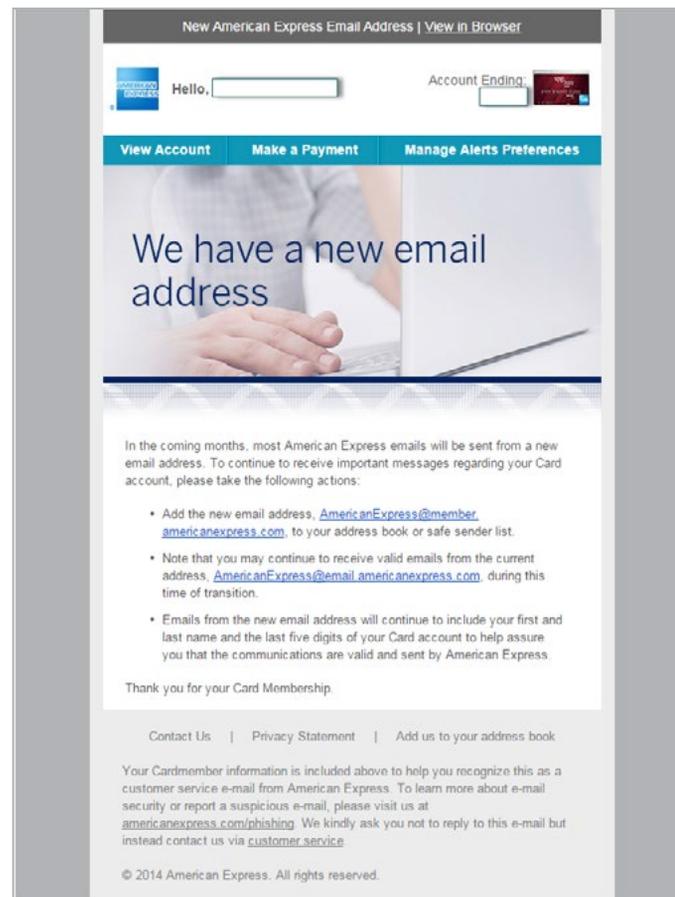
WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (*continued*)

3 I don't know who you are anymore. (When did you re-brand?)

Sometimes, an email program will change its identity. This could be as a result of one company being acquired by another, or when a move from one email platform to another means a new sending domain is required. Email subscribers can't be expected to anticipate these changes.

Recommendations:

- Provide subscribers with advance notification that the change is going to be taking place.
- Request the new sender domain to be added to recipients' address books.
- If possible, introduce the new branding in several phases to reduce the element of surprise.



WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (*continued*)

4 Your emails are infrequent. If subscribers only see your emails intermittently, or not at all, this may cause irritation with the seemingly ad-hoc nature of the email program. Inconsistent sending could also create a mistaken belief that the subscriber has actually been removed from the email program. This lack of presence and value could lead subscribers to forget or wonder why they signed up in the first place.

Recommendations:

- Review reputation metrics to identify factors that may be affecting email deliverability.
- Evaluate content to determine whether it is contributing to spam filtering.
- Monitor engagement metrics, and optimize your program to ensure it is performing as well as possible.

5 Is this really you or is this a phishing email? Subscribers are increasingly nervous about email fraud. This has two implications for your email program: 1) if your legitimate emails look spammy it will reduce the level of trust in your program; and 2) if fraudsters are spoofing your sender domain and subjecting your customers to phishing attacks, they will stop trusting your legitimate emails.

Recommendations:

- Review your emails to ensure that their appearance is consistent with your brand.
- Monitor regularly for spoofing and phishing activity.
- Authenticate your email with SPF, DKIM, and DMARC.

WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (continued)

Part 3: Subscriber preferences

As we move deeper into the subscriber lifecycle, complaints start to happen for different reasons. These often have to do with email volume, send frequency, and mismatched expectations. In this section, we consider some of the most common variations on these themes.

- 1 You're not sending me what I thought you would.** The importance of sending emails that align with what subscribers thought they were signing up for cannot be overemphasized. If they believe they provided consent to receive newsletters and all they receive are offers, then they are more likely to complain.

Recommendations:

- Explicitly state what types of email messages will be sent at the point of collection.
- Reinforce this in the privacy policy document.
- Provide links to examples of the emails that will be received.
- Provide a preference center link so that default settings can be changed if desired.



WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (continued)

2 You're sending me too much. This point aligns closely with the previous one in terms of the importance of the expectations that are created while signing up. If new subscribers thought they would receive weekly emails, and they turn out to be daily, they are likely to complain. This is particularly relevant to programs where activity is peer-generated (e.g., social, dating, etc.), meaning the initial volume of email activity can be overwhelming, and even threatening.

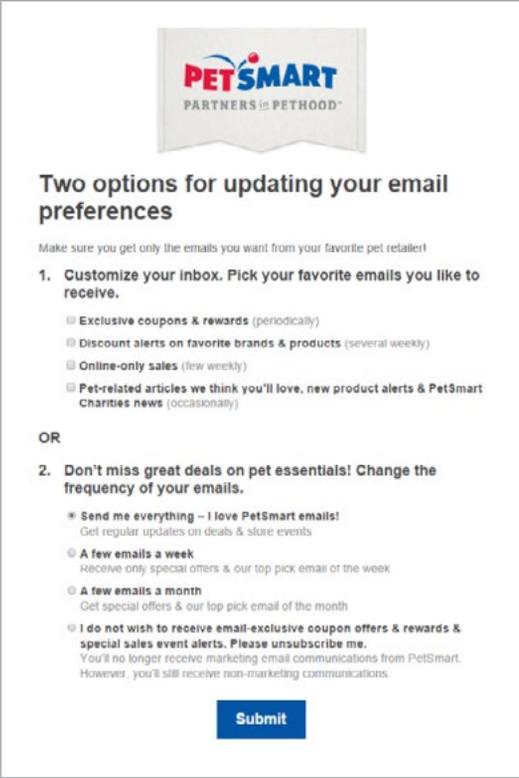
Recommendations:

- Explicitly state how many emails will be sent, and even the days when they will be sent.
- Don't default new subscribers to automatically receive every available email message type.
- Make it easy to change email frequency by putting a link near the unsubscribe link in every email.
- Remember that incorrect send frequency can also mean too little email, leading to loss of traction with subscriber engagement.

3 Your emails don't reflect my interests. New subscribers will often be asked to provide data about their interests (for example, "What are your preferred holiday destinations?"). If the resulting emails don't reflect these interests, subscribers will be more likely to complain as a result.

Recommendations:

- Only gather this information if you are actually going to use it.
- Use progressive registration techniques to slowly build up more detailed subscriber profiles.
- Use other data sources (browse behavior, purchase activity, etc.).
- Use data and behavioral triggers, which are more relevant and time-specific.



The screenshot shows a PetSmart email preference update form. At the top is the PetSmart logo with the tagline "PARTNERS IN PETHOOD". Below the logo is the heading "Two options for updating your email preferences". A sub-heading reads "Make sure you get only the emails you want from your favorite pet retailer!". There are two main options:

- 1. Customize your inbox. Pick your favorite emails you like to receive.**
 - Exclusive coupons & rewards (periodically)
 - Discount alerts on favorite brands & products (several weekly)
 - Online-only sales (few weekly)
 - Pet-related articles we think you'll love, new product alerts & PetSmart Charities news (occasionally)

OR

- 2. Don't miss great deals on pet essentials! Change the frequency of your emails.**
 - Send me everything – I love PetSmart emails!
Get regular updates on deals & store events
 - A few emails a week
Receive only special offers & our top pick email of the week
 - A few emails a month
Get special offers & our top pick email of the month
 - I do not wish to receive email-exclusive coupon offers & rewards & special sales event alerts. Please unsubscribe me.
You'll no longer receive marketing email communications from PetSmart. However, you'll still receive non-marketing communications.

At the bottom right is a blue "Submit" button.

WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (*continued*)

4 What—you actually want me to pay? Many email programs will allow new members to sign up for free. However, this only provides them with a limited set of functionality compared with paid members. This means that when they attempt to respond to calls to action, they are presented with a paywall that prevents them from engaging until they get their credit cards out.

Recommendations:

- Clarify that different membership levels exist and the functionality that is available from each membership level at the point of collection.
- Provide free members with a “teaser” (e.g., full benefits for a 24-hour period).

5 I’m not in the buying cycle anymore. This is typical of email programs where the products/services being promoted are dependent on the recipient occupying a specific life stage (for example, having a baby). As the subscriber moves out of this life stage, the offers that are sent will have diminishing relevance unless they are adapted to reflect the changing needs and interests of the subscriber. Failing to recognize these changed circumstances and continuing to send the same content over and over again is a sure-fire recipe for complaints.

Recommendations:

- Promote offers that reflect the evolving needs of the subscriber.
- Re-qualify the subscriber’s interests.
- Provide the opportunity to opt down to a reduced frequency.

WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (continued)

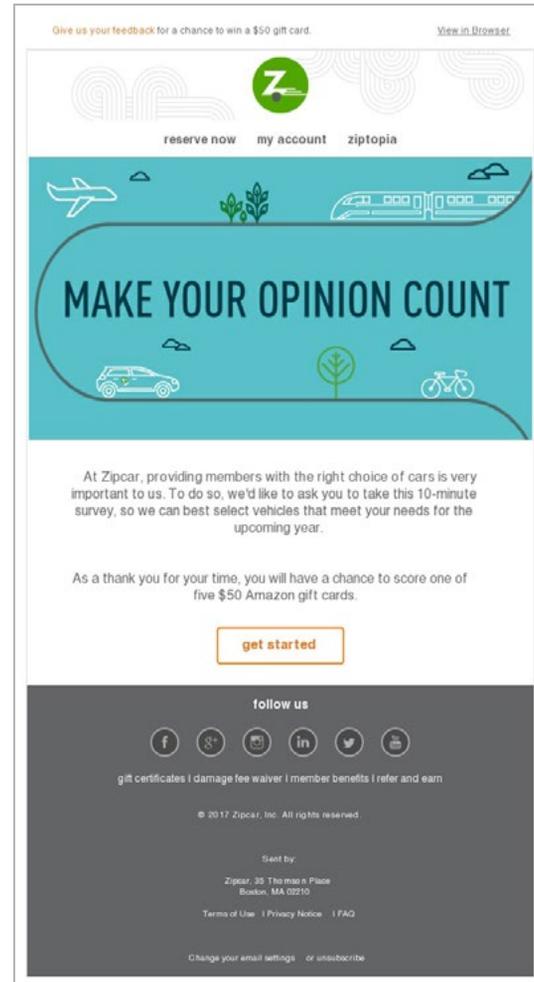
Part 4: Long term engagement

In addition to the lifecycle-specific recommendations already provided, there are also some good general practices that email program owners can employ to reduce long-term complaint activity.

- 1 Solicit feedback proactively.** There is no need to wait until subscribers feel the need to express their dissatisfaction by complaining. Email marketers can shift their attention further upstream by soliciting feedback that they can use to improve the experience of their subscribers.

Recommendations:

- Implement “rate this email” functionality in all emails.
- Send regular customer survey emails.
- Solicit feedback through call centers and other CRM channels.
- Implement an unsubscribe survey to learn from the experience of departing subscribers.



WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (continued)

2 Catch disengagement early. Email marketers will typically have some form of identification for inactive subscribers. This will evaluate when subscribers last opened/clicked/converted, and then move them into a re-activation program. Common cutoff points are 90 days, 180 days, and 365 days—which is often way too late. In fact, on average 34 percent of new subscribers churn within the first 30 days after signing up for an email program.

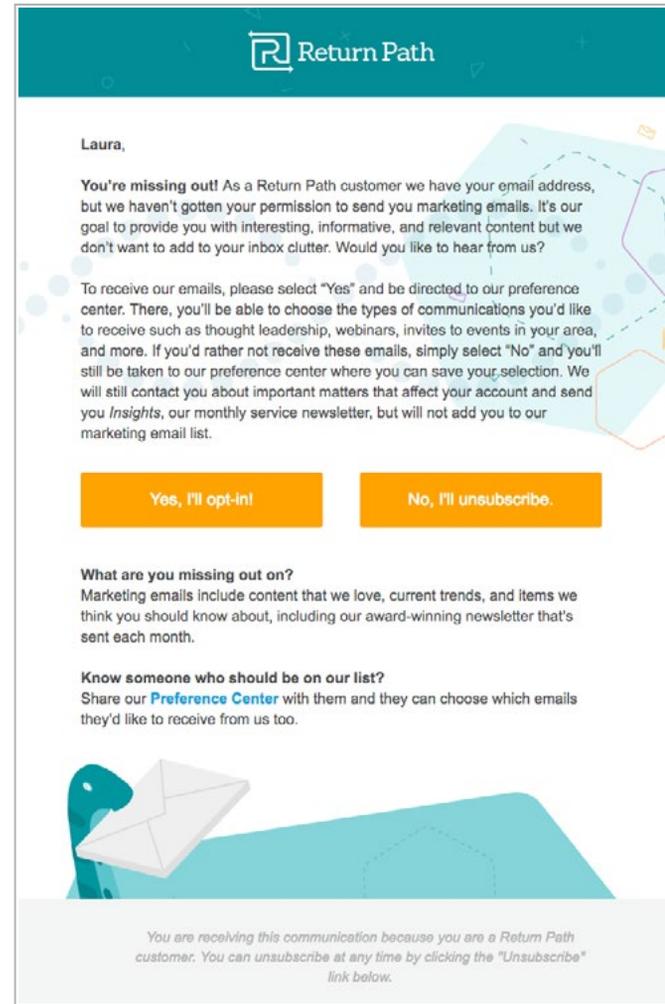
Recommendations:

- Don't rely exclusively on open rates to identify and manage inactive subscribers.
- Implement strategies to manage these segments at an earlier stage in the lifecycle.
- Be very careful about attempting to re-engage after a long period of inactivity.

3 Think multi-channel. It is important to understand that customers can be engaged with the brand, but disengaged with one of its communication channels. A good example of this is where an email subscriber has also installed the brand's app. We are seeing increasing evidence that email engagement decreases when this happens, meaning the likelihood of complaint activity increases.

Recommendations:

- Monitor customers' engagement across all channels, and provide them with the ability to tailor the amount of contact they want to receive through each channel.



WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (continued)

Part 5: Breaking up

Some subscribers will end up leaving your email program—that’s a fact of life. Rather than trying to make the process as difficult as possible, let them go with good grace. Recognize that people will normally take the route of least resistance. If it’s easier to complain than to opt out, then that’s what will happen. With this in mind:

- 1 I can’t find your opt-out link.** This is one of the most obvious drivers of complaint activity. Many subscribers will resort to the spam button as a substitute for unsubscribing. They are even more likely to do this if an opt-out link is not present, or hard to find.

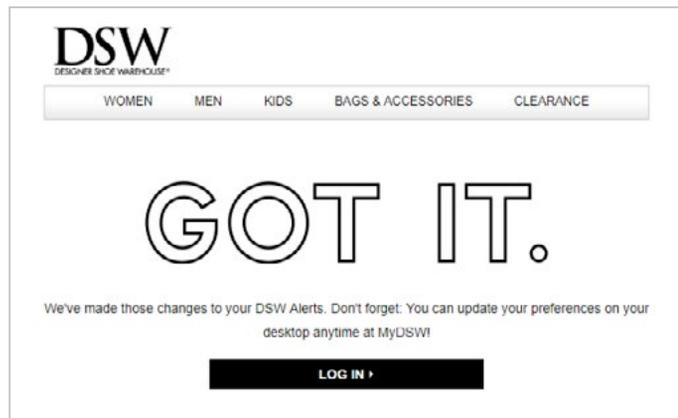
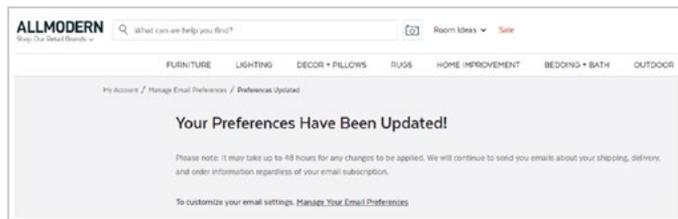
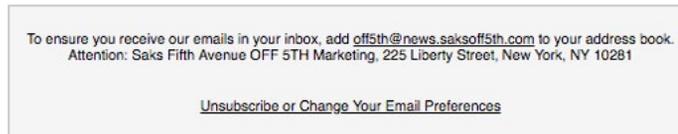
Recommendations:

- Ensure all emails have an opt-out link that is easy to find.
- Position the opt-out link as part of the email pre-header area.
- Don’t attempt to “disguise” the opt-out link by using a small font or subtle coloring.

- 2 Your opt-out process is so hard to use.** Industry best practice is to implement a single-click opt-out process. Anything other than that introduces unnecessary friction into the process, which makes using a spam complaint a more attractive proposition.

Recommendations:

- Don’t require a log-in to opt out. Many subscribers will have forgotten these details.
- Don’t make the opt-out process part of your preference center; have a separate link for this.
- Don’t impose conditions before accepting the request. If you are attempting to get your subscribers to change their mind, start from a premise that they have already opted out.



WHY YOUR SUBSCRIBERS ARE MARKING YOUR EMAILS AS SPAM (*continued*)

3 You didn't honor my opt-out request. Once subscribers reasonably believe that they are no longer part of an email program, they will complain if they continue to receive emails beyond that point.

Recommendations:

- Process requests immediately. Most email service providers have the capability for this.
- Monitor “no-reply” emails. Many subscribers are unaware that this channel is unattended.
- Ensure that requests through other channels (e.g., email, call centers) are acted on.

4 It's like trying to kill the multi-headed beast! When subscribers are receiving emails from multiple brands under the umbrella of a single parent entity, it can become a major source of frustration when each program requires a separate opt out.

Recommendations:

- Provide a global opt out that covers all of these programs.
- Be transparent about which other brands subscribers will continue to receive emails from.

5 Include a list-unsubscribe: Make unsubscribing easier than complaining by including a list-unsubscribe record in your email headers. Mailbox providers such as Microsoft and Gmail use this record to operate their generic unsubscribe processes. It is also referenced by important players such as Lashback and SORBS. If list-unsubscribe is not present or has not been configured correctly, subscribers using Microsoft or Gmail may believe that they have opted out from the email program and will complain if they continue receiving emails.

Recommendations:

- Implement a list-unsubscribe record in all email headers.
- Ensure that both the “URL” and “mail to” parameters are populated.

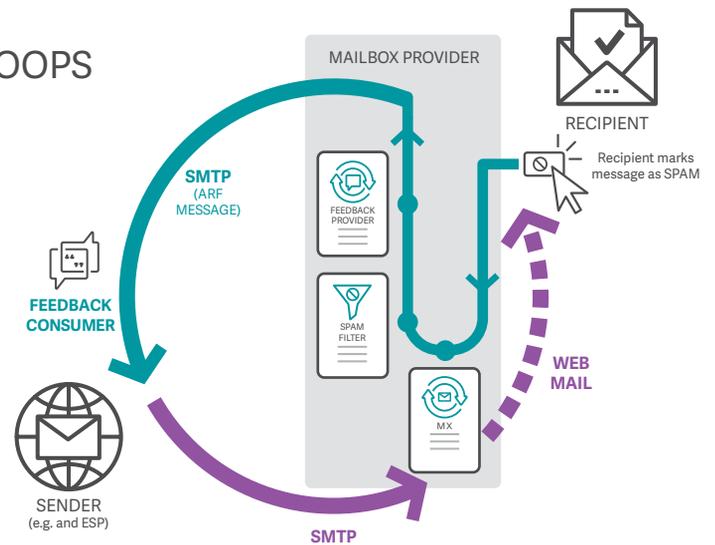


CHAPTER 3: PROTECTING YOUR PROGRAM WITH FEEDBACK LOOPS

Some mailbox providers provide visibility into who complains about your email program and when by allowing users to sign up for their feedback loop service.

What is a feedback loop?

Feedback loops, or FBLs, allow senders to receive messages back from subscribers who complain. The mailbox provider forwards the message that received the complaint back to the sender at a designated email address that has been set up, primarily so that the sender can suppress this user in their database. See the diagram on the right:



PROTECTING YOUR PROGRAM WITH FEEDBACK LOOPS *(continued)*

What mailbox providers use feedback loops?

Unfortunately, not all mailbox providers give senders the option to set up a feedback loop. However, there are several providers that have this option available for your benefit.

Return Path's Universal Feedback Loop brings all Return Path hosted FBLs into one cohesive and actionable location. The list of providers covered under this tool are below:

- Bluetie/Excite
- Comcast
- Cox
- Fastmail
- LaPoste.net
- Libero (Italiaonline)
- Locaweb
- Mail.ru
- OpenSRS/Hostedmail (Tucows)
- Rackspace
- Synacor
- Telenor
- Terra
- BAE Systems (USA.net)
- XS4ALL
- Yandex

Following are links to FBLs offered by individual mailbox providers:

- [AOL](#)
- [Earthlink](#)
- [Outlook.com](#) (Hotmail)
- [QQ](#) (Tencent)
- [Yahoo!](#)
- [Zoho](#)

How do I get it?

The sender must go through an application process to implement a feedback loop with a mailbox provider. Details on the process for each individual mailbox provider can be found on the sites shown above. The information required will vary by provider. Some of the essential items you will be asked to enter include contact information, IP address, and what email address has been set up on your end to receive the FBL messages.

PROTECTING YOUR PROGRAM WITH FEEDBACK LOOPS (*continued*)

What do I need to do?

Create a feedback loop email address. You will need to set up an email account on your end that will receive the messages being sent back from the mailbox providers. This email address should have a parsing script looking through all the messages coming in to extract the needed information.

Collect data. The information being sent back to the sender's feedback loop email address is simply a copy of the message that the complaining subscriber received. The most popular format that most mailbox providers use is Abuse Reporting Format (ARF). The sender can collect any information it wants from the message they received back, including the header and body of the message. At a minimum, the sender should strip out the email address so that it can be added to the suppressed list. Unfortunately, mailbox providers sometimes redact the subscriber's email address from the message sent back, so the sender should find another way to identify the subscriber. This can be done by tracking links in the body of the email or subscriber identifiers in the x-header that the sender has put in place.

What are the benefits?

Remove complaining subscribers. The main purpose of the feedback loop process is to be able to unsubscribe a subscriber from your database. You want to avoid subscribers submitting multiple complaints, which will hurt your deliverability. In addition, complaints also drive future emails to a subscriber's spam folder. As mailbox providers are moving more toward engagement-based filtering, the amount of mail going into the spam folder can also hurt your reputation.

Identify compromised hosts. Network security is something not to be taken lightly. FBLs help point out security issues by letting the sender see all complaints for the sender's IP address space. If your IP addresses have been compromised, you may receive complaints on pieces of mail that you never sent.

Identify problematic campaigns/acquisition methods. Use feedback loops to collect critical information like a campaign ID number or list acquisition ID in the header. Take the first step in identifying which campaigns are most problematic, and then evaluate other factors like content and frequency. This is also a great tool if you have multiple list sources. It could be that you have a problematic list source that needs to be re-evaluated or segmented into another IP address, to prevent harm to the rest of your email program.

CHAPTER 4:

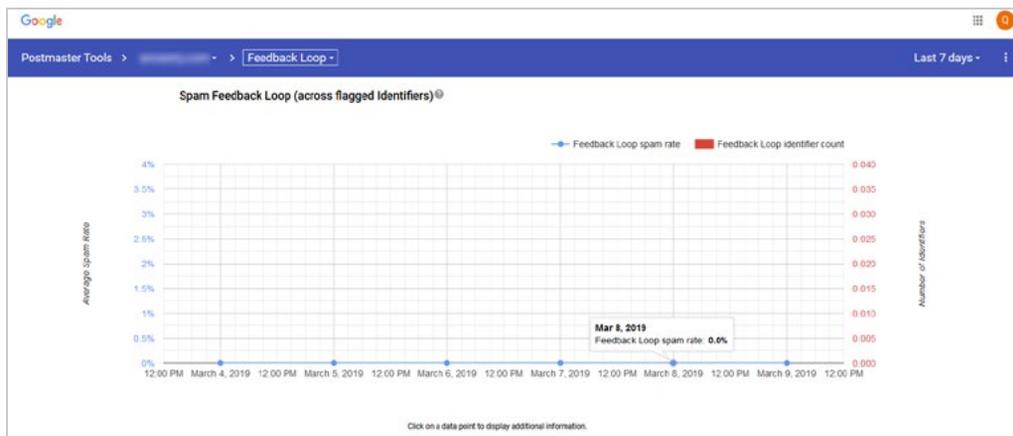
GOOGLE'S NONTRADITIONAL "FEEDBACK LOOP"

As we mentioned in the last chapter, most feedback loops are sent in Abuse Reporting Format (ARF) which shows you the actual email address of the complainer so you can remove that subscriber from your list. With Gmail, however, this works a bit differently.

In 2014, Gmail announced it would implement a feedback loop for ESPs to help them identify senders in their network who were receiving high spam complaints. In order to protect the privacy of Gmail users, Gmail did not (and still does not) send feedback in the form of an ARF. Instead, they use aggregated spam statistics to show overall complaints by their users. This allows ESPs to quickly identify senders with risky practices.

With the announcement of [Gmail Postmaster Tools](#) in 2015, the Gmail FBL data became part of the information available to marketers on an individual level.

GMAIL'S NONTRADITIONAL "FEEDBACK LOOP" (continued)



The image above shows the feedback loop dashboard available through Gmail Postmaster Tools. It includes two graphs: one for the average FBL spam rate by day (when available) and one for identifier volume, which shows the number of unique identifiers flagged by the FBL per day (when available) over time. However, if you do not implement the Gmail FBL headers or you do not get an extremely high complaint rate on your mail, you might not see data populate on this page.

How to implement the Gmail FBL

In order to get information in the [Postmaster Tools](#) for the FBL, senders need to embed a header called the Feedback-ID, consisting of parameters (called identifiers) that uniquely identify their individual campaigns.

Header format: **Feedback-ID: a:b:c:SenderID**

where:

Feedback-ID is the name of the header to be embedded.

a,b,c are optional fields and can be used by the sender to embed up to 3 identifiers (campaign/customer/other).

SenderID is a mandatory unique identifier (5-15 characters) chosen by the sender. It should be consistent across the mail stream

GMAIL'S NONTRADITIONAL "FEEDBACK LOOP" (*continued*)

A few other things to keep in mind:

- The traffic sent to Gmail must be DKIM signed by a domain owned by the sender after the addition of this header.
- The sending IPs must be published in the SPF record of the signing domain.
- The IPs must also have PTR records and resolve to a valid hostname—preferably one of the DKIM domains.
- The domain also needs to be added and verified in Gmail Postmaster Tools so the sender can see the data.
- Each message should only have one of these headers.
- FBL reports will only be generated if a sender presents a very large percentage of complaints on campaigns—although Gmail has not released the specific threshold that must be reached before FBL reports are generated.

Why use the Gmail FBL if individual users aren't identified?

The key to this lies in the identifiers—the a,b,c referenced on the previous page. Key details related to a campaign can be inserted into these identifiers, such as mail stream (newsletter, transitional, welcome, promotional, etc.), regions, or business units. This allows marketers to customize their header so they can pinpoint certain mail streams that may be getting the most spam complaints.

For example, if an email marketer from Acme Corporation wants to track complaints from welcome messages sent to the United States for their outlet stores, they could insert the following header into those messages:

```
Feedback-ID: welcome:unitedstates:outletstores:acmecorp
```

The a,b,c can change but it is important that the ending (in the above example, acmecorp) stays the same for all the headers implemented.

Along with the possibility of seeing this information in the Gmail Postmaster Tools page, marketers can also receive an aggregate report from Gmail via email that would show percentages for each identifier.

Gmail's unique feedback system offers essential visibility to track complaint trends. It can empower senders to take action on those trends. This allows email marketers to improve sending reputation and ultimately get mail delivered to their subscribers.

THE UNEXPECTED OPPORTUNITY OF COMPLAINTS

Sometimes subscribers complain. It's just a part of email marketing. However, receiving complaints does not have to be all bad. Use the tactics in this guide to turn complaints into an opportunity for improvement. By understanding what's causing subscriber dissatisfaction and making changes, marketers can build a better email experience for improved engagement and higher ROI.

While tackling subscriber complaints, make sure you are:



Monitoring your sender reputation and inbox placement to make sure your content is reaching your subscribers.



Signed up for all relevant feedback loops.



Analyzing and storing complaint data to identify the main causes of complaints.



Implementing data-backed changes to your program.



Tracking engagement metrics after each change to identify if you are correctly addressing the root cause.

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