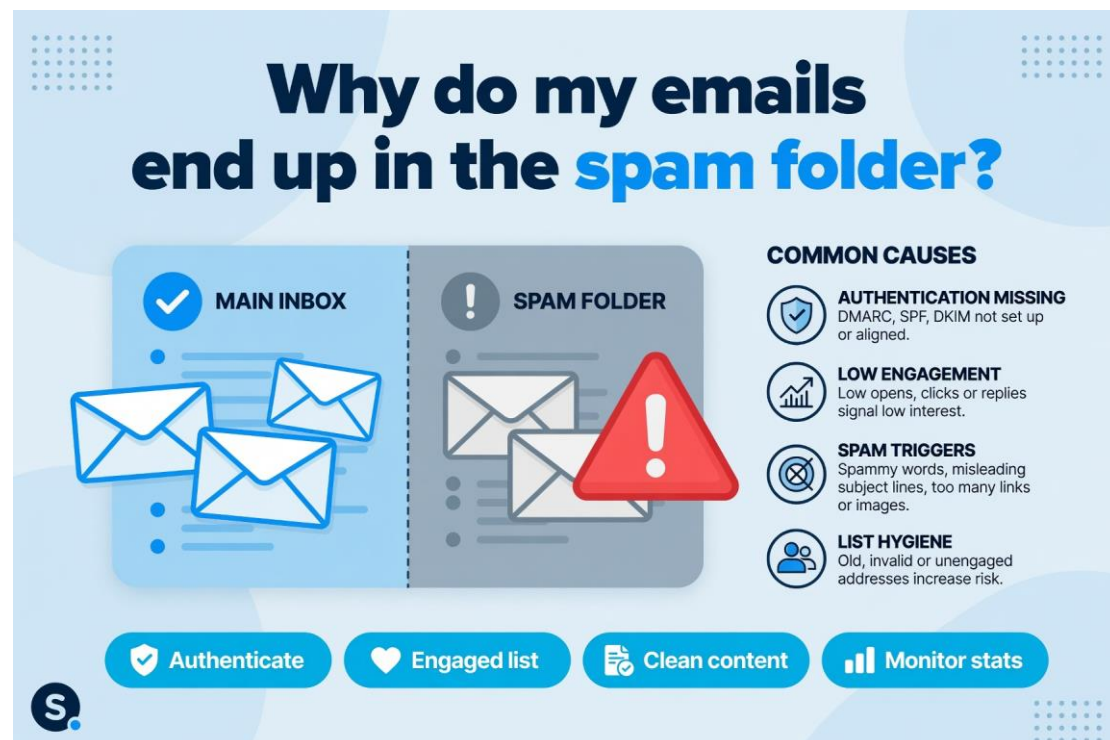


Why Do My Emails End Up in the Spam Folder?

Introduction

You crafted the perfect newsletter in systeme.io —but recipients report it in **Spam** or **Junk**. That folder is where mailbox providers place messages they consider unsolicited, risky, or low-trust. Official help (article 2923) breaks down the usual causes and what to fix first.

Spam placement is rarely one bug. It is the combination of **authentication**, **sender reputation**, **list quality**, **content**, and **sending rhythm**.



What Is the Spam Folder?

The spam (junk) folder is an automatic filter layer in Gmail, Outlook, Yahoo, and others. Providers score each message and sender history. Low scores → spam folder; borderline scores → Promotions or clutter tabs instead of Primary.

Delivered does not mean **inbox**. Always check open rates, spam complaint rate, and pool status in systeme.io email statistics.

1. Suspicious or Overly Promotional Content

If your email **looks like spam**—aggressive sales language, misleading subjects, too many exclamation marks, or known **spam trigger words**—filters classify it as junk.

- Subject lines in **ALL CAPS** or fake “Re:” / “Fwd:” tricks.
- Heavy image-to-text ratio with little readable copy.
- Misleading links, broken URLs, or opaque shorteners (Bit.ly-style) that hide destinations.
- Content held for review on systeme.io when suspicious phrases are detected.

Fix: write clear, honest subjects; use normal hyperlinks; balance images with text; avoid pressure tactics. Be careful with heavy `{{firstname}}` personalization in subjects—empty or odd values can trigger filters.

2. Unknown or Unauthenticated Sender

Sending from **@gmail.com** or **@yahoo.com** for marketing, or from a custom domain **without SPF, DKIM, and DMARC**, tells providers you are not a verified sender. Help documentation notes that mail from **unauthenticated domains is often automatically sent to spam**.

Recipients who never opted in or do not recognize you are more likely to mark mail as spam—which damages your reputation for everyone on your list.

Fix:

1. Authenticate your domain under **Settings** → **Emails**.
2. Use `you@yourdomain.com` and confirm the sender address.
3. Add **DMARC**.

[How to Authenticate Your Domain Name for Email Sending](#)

3. Poor List Hygiene and Consent

Mail to **purchased lists**, scraped addresses, or old contacts who forgot they subscribed produces bounces, ignores, and spam complaints. On systeme.io, importing contacts without explicit permission violates policy and destroys deliverability.

- **Only send to people who agreed** to receive your emails.
- Remove **bounced** and **unsubscribed** contacts regularly.

- Delete or tag out contacts with **no opens/clicks for ~3 months** to protect open rate.
- Target **open rate $\geq$ ~20%** as a practical floor per platform guidance.

4. Low Engagement Signals

ISPs weight **opens, clicks, and replies**. Mailing thousands of inactive users drags metrics down; the next send is more likely to land in spam or Promotions.

Fix: segment engaged subscribers; send re-engagement campaigns; prune non-responders; deliver value between sales pitches (for example useful content twice a week instead of only promo blasts).

5. Email Volume and Sudden Spikes

Mass sending from an IP—or a **sudden doubling** of newsletter volume—looks like bot or spam behavior, especially on a new or warmed-up domain.

Fix:

- Warm up after switching to systeme.io or after a large import.
- Keep a **steady rhythm** instead of random huge blasts.
- Follow [first-few-days deliverability guidelines](#).

6. Sender Reputation and Risk Pools

systeme.io groups accounts into **risk pools** from open rate, spam complaint rate, and bounce rate. High or quarantine pools mean stricter filtering and more spam-folder risk.

Pool (indicative) Open rate Spam rate Bounce rate

Low risk	> 20%	< 0.25%	< 0.7%
Moderate	10–20%	0.25–0.4%	0.7–1.8%
High / quarantine	Lower / —	Higher	Higher

Keep **spam reports near zero**; even ~0.3% hurts. Ask engaged readers to move you to Primary and add you to contacts.

Action Plan (In Order)

1. Authenticate domain + verify sender + DMARC.
2. Stop mailing non-opt-in or ice-cold imports.
3. Clean bounces, unsubscribes, and 90-day inactive contacts.
4. Rewrite subject/body to remove spam triggers and bad links.
5. Warm volume gradually; monitor stats after each broadcast.
6. Check Gmail Postmaster / Microsoft SNDS if you send at scale.

Quick Troubleshooting

Symptom	Likely cause	First fix
Everyone on Gmail → spam	No DKIM/SPF	Complete DNS auth.
Only cold segment → spam	Low engagement	Mail engaged subset only.
Pending / blocked send	Spam words	Simplify copy; resubmit.
Promotions not Primary	Marketing signals	Value content; fewer links.
Opens collapsed after migration	Footprint reset	Warm-up + engaged sends.
High bounces	Bad list	Remove invalid addresses.

Frequently Asked Questions

Unauthenticated domain?

Often auto-spam at major providers.

Content triggers?

Yes—promo tone and trigger words matter.

Volume spikes?

Yes—ramp slowly.

Open rate target?

Aim for ~20%+ with engaged lists.

Promotions vs spam?

Different tab; still fix reputation.

Related Resources

- [How to Improve Your Email Deliverability](#)
- [Good Practices for Email Deliverability](#)
- [Which Links Are Not Allowed in Emails Sent from systeme.io](#)
- [Why Did My Open Rate Change After Switching to systeme.io?](#)

Send from [systeme.io](#) with authentication, consent, and steady engagement—not luck.

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