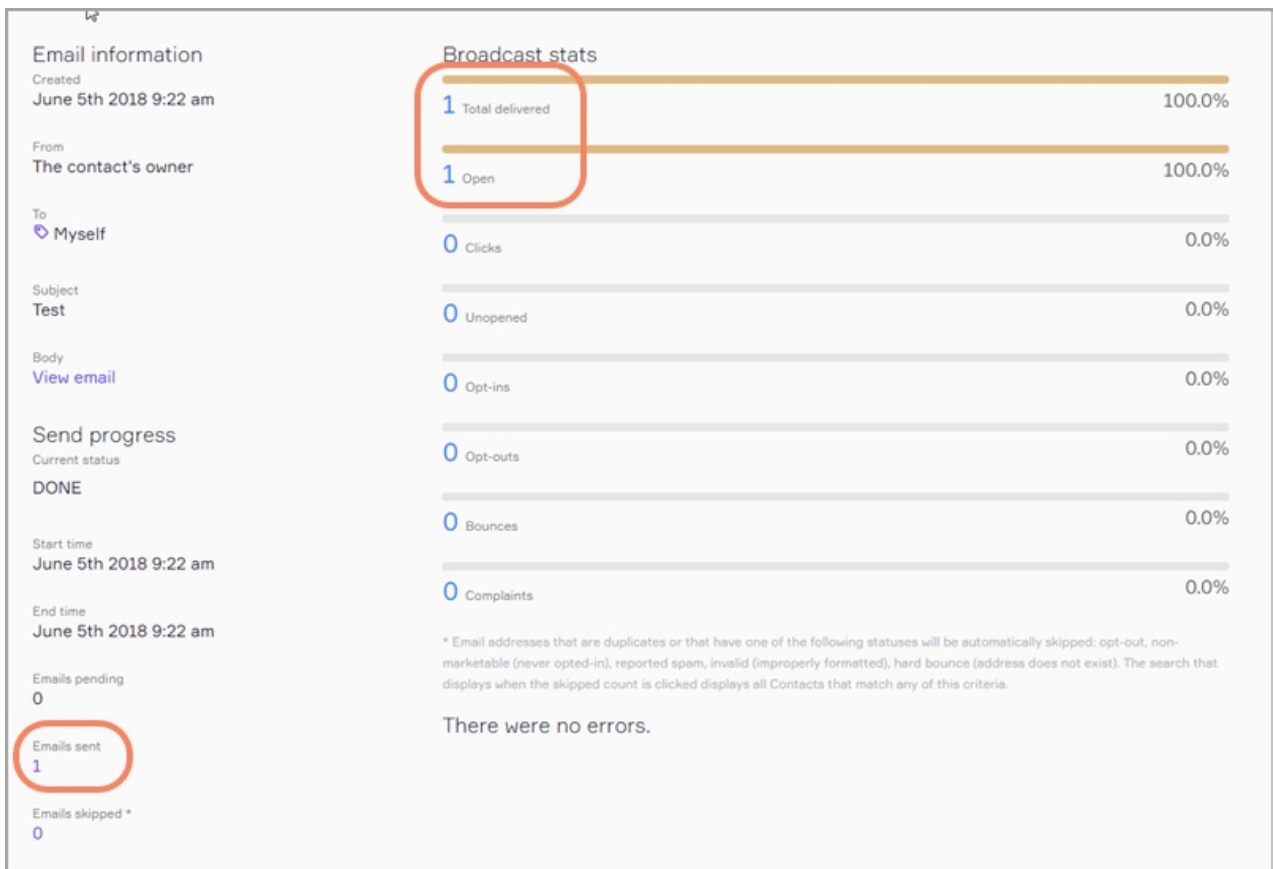


# June Update 2018 | Keap

Last Modified on 02/15/2019 9:48 am MST

## Open rate calculation improvement

Infusionsoft's email open rate calculation has been improved for accuracy. Previously, emails that were sent but not successfully delivered were included in the calculation, potentially resulting in a lower open rate. The open rate now reflects the count of unique recipients who opened the email divided by the count of unique email addresses to which the email was delivered.



## Content risk services

Over the next several weeks, we will release built-in functionality to help you avoid triggering spam filters when sending an email broadcast. Certain keywords can trigger these filters, which send your email straight to your contact's junk folder,

where it sits unread. Now you can check your emails for these keywords by clicking the "Spam" icon in the email builder. These keywords will also be flagged when you click "Review and send" before sending your email. [Click here](#) to see how!

The screenshot shows the 'Send an Email Broadcast' interface. On the left is a dark sidebar with navigation options: 'Blocks' (grid icon), 'Design' (paintbrush icon), 'Settings' (A/B icon), and 'Spam' (checkmark icon). The main content area is titled 'Send an Email Broadcast' and contains a 'Spam check' section with a 'Refresh' button. Below this is a warning message: 'Your email content has some issues that will impact deliverability. We strongly recommend resolving them before sending this email.' Underneath is a 'Messages' section with a bulleted list of issues: 'Message Format - rules triggered due to formatting within a part of the message', 'Spam Keyword - rules triggered due to keywords often associated with spam email', and 'URL Format - rules triggered due to suspicious or malformed URL'. On the right side, there is a vertical list of letters: 'F', 'R', 'S', 'P', with an orange bar at the bottom.