



WHITE PAPER

How to tackle SPAM classification issues of
Intelligence2day® Alerts

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1 INDICATION OF SPAM CLASSIFICATION PROBLEMS

Instead of Alerts ending up in the user's inbox, email Alerts from Intelligence2day® may end up in the SPAM folder or not reach subscribers at all.

2 WHAT CAN CAUSE THE ISSUE

When users report an email as junk or SPAM, this is reported to the email provider, such as Google (Gmail) or Microsoft (Office365). When enough users have reported emails as junk or SPAM, the sending email address will automatically be added to a "blacklist", blocking or putting messages from the sender into quarantine.

3 WHY USERS REPORT MESSAGES AS SPAM

By default, users can report spam false positives, false negatives, and phishing messages to the email provider such as Google, Microsoft or any other vendor, for spam analysis.

Your users might not be aware that this is something you want to distribute professionally within your organization.

4 HOW TO AVOID THESE ISSUES

Make sure your users agree with having these alerts sent out when pushing suggested Alerts from the system. The best way might be to contact all intended receivers directly from a corporate email sender, informing them that they will receive messages from Intelligence2day® and why they should read it.

Central email Administrators might be able to configure the email mailbox policies to prevent users from reporting spam to the email vendor. In addition, email Administrators may "whitelist" [intelligence2day.com](https://www.comintelli.com) permanently.

5 WHAT INTELLIGENCE2DAY® DOES TO PREVENT BLACKLISTING

Intelligence2day® automatically adds special email headers to all Alerts that are sent out, to make it easy to unsubscribe if the user does not want to receive the Alerts in the future.

Intelligence2day® also adds a one-click unsubscribe feature at the top of all Alerts and a Manage Alerts' feature at the end of the message.

6 WHAT TO DO IF BLACKLISTING HAPPENS ANYWAY

If intelligence2day.com is blacklisted, you need to report this issue to support@comintelli.com AND escalate the issue to your IT team and email administrators.

Together with the email vendor they need to solve the issue by releasing the sender address from the blacklist. This process can take a long time and messages might be classified as SPAM for several weeks before being solved.

7 HOW USERS CAN UNSUBSCRIBE TO ALERTS THEY DON'T WANT

1. Open an email Alert and scroll to the bottom of the email.
2. Click on the link "Manage Alerts Settings".
3. You will be directed to Intelligence2day® and to your personal alert section.
4. In the box "Suggested Alerts" on the right side, you will find all available alerts and all activated alerts (for you personally) which are marked as "ON"
5. You can easily de-activate these alerts by clicking "OFF". Vice versa, you are also able to activate displayed alerts here too.

ABOUT COMINTELLI

Comintelli is a Swedish software company which sells Intelligence Software that converts unstructured Big Data content into organized, digestible information for decision-making.

The award-winning solution Intelligence2day® acts as an insight engine to help customers make faster and more confident decisions.

Founded in 1999 and with extensive intelligence experience, Comintelli continues to develop user-friendly solutions that shorten Time-To-Insights.

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