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When a recipient marks your campaign as spam: why it weighs so much and how to avoid it

E-mail

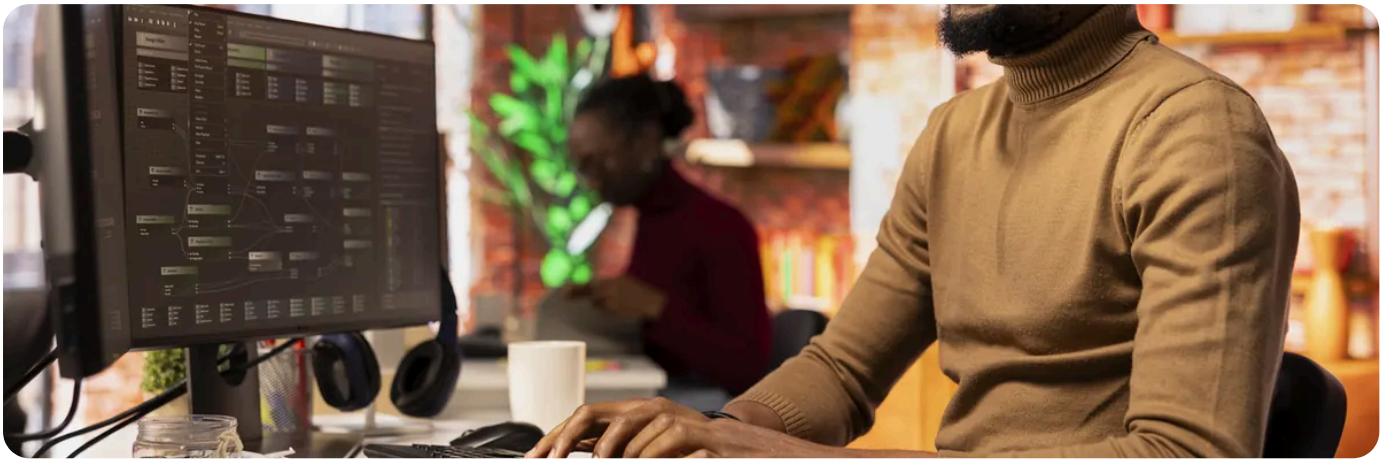
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When a recipient marks your campaign as spam: why it weighs so much and how to avoid it

E-mail Created on **November 13, 2026** 2 min read



The short answer: when someone presses **«Spam»** or **«Junk»** on one of your e-mails, their e-mail service records a **complaint** against the sender. It only takes a few complaints for the following e-mails, to the whole list, to start landing in spam. You avoid it with a list that asked to hear from you and an easy way out.

Why a complaint weighs so much

To the big e-mail services, an unsubscribe means «not interested any more»; a complaint means «this is junk I never asked for». The second is one of the strongest signals they have, and it counts against the sending domain, which can drag down your everyday e-mail too, such as invoices and replies to customers.

Where complaints come from

Cause	How to avoid it
The person does not remember signing up	A welcome e-mail straight away and your company name clearly in the sender.
A bought list, or one imported without consent	Only contacts who agreed. See **what to import**.
They cannot find how to leave	The unsubscribe link in the footer and the header. See **unsubscribing**.
Too many e-mails	A regular, moderate pace. See **how often**.
Content that does not interest them	Segments: each group gets what concerns it.

If your campaigns are already landing in spam

1. **Stop sending to the whole list** and send only to your most active contacts for a while.

2 **Clean the list**: inactive contacts, bouncing addresses, contacts of doubtful origin. See **keeping the list healthy**.

3 **Check the domain**: SPF, DKIM and DMARC correct. See **SPF, DKIM and DMARC**.

4 **Check whether the domain is on a blacklist** and ask to be removed. See **blacklists**.

Never ask people not to mark you as spam.
It does not work and it sounds like an excuse. What works is giving them a reason to stay and an easy way to leave.

The groundwork is in the general article:
E-mail marketing without burning your domain.

RECOMMENDED
Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.
Talk to us →

SEE ALSO

- **Unsubscribe in every campaign e-mail: the footer link, the header link and what happens next**
- **Keeping an e-mail list healthy: bounces, contacts who never open and a last-chance campaign**
- **Your domain or IP is on a blacklist: how to check and how to get off it**
- **E-mail marketing: doing it properly without burning your domain**

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