

Top 100 Spam Triggering Words and Phrases to Avoid



50 Spam Words That You Should Never Use

Based on thorough testing, LeadFormix has listed out the words and phrases that are more likely to trigger a spam score and cause email blocking or bulking issues. The below mentioned words were tested in Server filters like Spam Assassin, Postini; Gateway filters like IronPort, Barracuda; and Desktop Client Filters like Outlook.

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|---------------------------|---------------------------|-----------------------------|
| 1. !!! | 21. Extra income | 41. Partners |
| 2. \$\$\$ | 22. Fast cash | 42. Performance |
| 3. 100% free | 23. Fees | 43. Rates |
| 4. Act now! | 24. Financial freedom | 44. Satisfaction guaranteed |
| 5. ALL CAPITALS | 25. FREE | 45. Search engine listings |
| 6. All natural | 26. Guarantee | 46. Selling |
| 7. As seen on | 27. Hot | 47. Success |
| 8. Attention | 28. Increase | 48. Text with gaps |
| 9. Bad credit | 29. Join millions | 49. Trial |
| 10. Bargain | 30. Lose weight | 50. Visit our website |
| 11. Best price | 31. Lowest price | |
| 12. Billion | 32. Make money fast | |
| 13. Certified | 33. Marketing | |
| 14. Cost | 34. Million dollars | |
| 15. Dear friend | 35. Money | |
| 16. Decision | 36. Money making | |
| 17. Discount | 37. No medical exams | |
| 18. Double your income | 38. No purchase necessary | |
| 19. Ex.t.r.a. Punctuation | 39. Online pharmacy | |
| 20. Eliminate debt | 40. Opportunity | |



Another 50 Spam Words to Avoid

The 50 words and phrases mentioned below may or may not trigger a spam score but these are more often found in Spam emails and are best avoided.

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| 51. #1 | 71. Drastically reduced | 91. Online marketing |
| 52. 4U | 72. Earn \$ | 92. Order Now |
| 53. 50% off | 73. Full refund | 93. Passwords |
| 54. Accept credit cards | 74. Get it now | 94. Please read |
| 55. Additional income | 75. Gift certificate | 95. Risk free |
| 56. Affordable | 76. Great offer | 96. Save \$ |
| 57. All new | 77. Home based | 97. Serious cash |
| 58. Apply now | 78. Incredible deal | 98. Special promotion |
| 59. Apply online | 79. Information you requested | 99. Urgent |
| 60. Be your own boss | 80. Insurance | 100. Web traffic |
| 61. Buy direct | 81. Investment | |
| 62. Call free | 82. Limited time offer | |
| 63. Cancel at anytime | 83. Message contains | |
| 64. Cash bonus | 84. No age restrictions | |
| 65. Cheap | 85. No experience | |
| 66. Click here | 86. No gimmicks | |
| 67. Congratulations | 87. No hidden costs | |
| 68. Direct email | 88. No questions asked | |
| 69. Direct marketing | 89. Offer | |
| 70. Don't hesitate! | 90. Online degree | |

Choose your words wisely!