



Expectations for Email Behavior

Looking for more?

[Visit the Knowledgebase](#) | www.act.com

©2018 Swiftpage ACT! LLC. All rights reserved. Swiftpage, Act!, and the Swiftpage product and service names mentioned herein are registered trademarks or trademarks of Swiftpage ACT! LLC, or its affiliated entities. All other trademarks are property of their respective owners.

621 17th Street, Suite 500 | Denver, CO 80293 | (866) 873-2006

When sending email via our services, your email behavior impacts sender reputation and deliverability performance for both your domain as well as our IPs and domains.

Because of this, you must moderate your email behavior according to the following rules. Violations of these rules may result in suspension or termination of your account.

Required

It is required that you obtain explicit permission to send marketing email to your recipients. More information on what constitutes permission can be found in our guide, [Email Marketing: Best Practices for Inbox Placement](#). It is recommended that you keep a written or electronic record of permission for each recipient in case it is called into question.

Expected

It is expected that you conform to industry standard [best practices for email marketing](#).

Aligned

In alignment with industry standards, spam complaint rates must not exceed 0.1%, (no more than 1 complaint per 1,000 emails sent) and hard bounce rates must not exceed 5%.

If we determine that your email behavior is not meeting these expectations or is otherwise negatively impacting our IP reputation or deliverability, we will contact you and require that you take steps to resolve the issue. In extreme cases, we may suspend or terminate your account.