Monitoring Email Complaints

This article applies to:

As a company, Keap sustains a deliverability rate of over 98%. That means that 98% (or more) of the emails sent through Keap servers are accepted by the recipient's email servers. However, your individual reputation also plays a role in whether or not your emails are delivered and sent to the inbox. Your deliverability can change at any time as negative or positive changes are made to your email marketing practices.

To mitigate complaint rate issues, monitor your rates and recipient feedback so that you can make adjustments as needed.

1. Go to Marketing > Reports
2. Click on the **Email Complaint Summary** Report.
3. Set a date range for the search and click on the **Columns** tab to select the columns to display on the report. The fields listed as custom columns will be displayed.
4. Click on the **Search** button.
5. The email complaint summary chart shows the day, how many emails were sent, and the number of complaints that were made.
   These statistics are displayed in a line graph allowing you to view your progress toward a more acceptable reputation.
   - ISP (Internet Service Provider) complaints are SPAM complaints made to email clients such as Gmail, Hotmail, and Yahoo. These complaints directly affect your sending reputation. Note: An acceptable ISP complaint rate is .1% or 1 complaint per 1,000 emails sent.
   - Internal complaints are registered when someone opts out of your mailing list. When this happens, Keap changes the contact's email status to "opted-out" and asks the contact if the email they received is SPAM. These complaints are closely monitored by Keap as we work to ensure the highest delivery rates possible for ALL Keap customers. You should also monitor your own SPAM and internal complaints.
6. To View People Who Reported SPAM or Provided Feedback, go to **Marketing > Reports**.
7. Click on the **Email Status Search** Report.
8. Select **Provided Feedback and Reported Spam** from the email status list. Hold down the CTRL key on your keyboard to select more than one.
   - Provided Feedback: This means the person marked the email as SPAM through their ISP (e.g. AOL.)
   - Reported Spam: This means the person marked the email as SPAM through an Keap opt-out link. When this happens, the person has the option to add comments.
9. Click on the **Search** button.
   This report will show you who provided feedback or reported spam. You can click on the Opt Status link to view more details and click on View Status History to read the comments the contact posted when they registered an internal SPAM complaint. Comments are not required. If you do not see any comments, the person who submitted the SPAM complaint did not post a comment.