Quick Reference Guide: Email Marketing & Keap's Acceptable Use Policy

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This article applies to:

[Max Classic](#)

Email deliverability is a **shared responsibility** between Keap and you, the sender. By following best practices and complying with Keap's Acceptable Use Policy (AUP), you help us maintain strong inbox placement and ensure your messages reach the right audience.

For more detail, see the full **Keap Acceptable Use Policy** and check out other **Email Deliverability & Compliance** resources.

Best Practices

- Send only to contacts who have given **explicit, verifiable permission**.
- Regularly perform **list hygiene**: remove unengaged contacts, bounces, and unsubscribes.
- Keep **complaint rates** **below 0.1%** (fewer than 1 per 1,000 unique email addresses sent to per provider).
- Use Keap's **built-in opt-out link** and include your **physical address**.
- Ensure subject lines are **accurate, relevant, and not misleading**.
- Process **unsubscribes immediately**.
- Only send emails created and delivered through **Keap.**

Policy Violations

Keap proactively monitors system usage to protect all senders. If your account is found in violation of the AUP—or consistently ignores best practices—it may result in:

- Disabled email functionality, or
- Account termination

Customer Obligations

You must:

- **Never use purchased, rented, borrowed, joint-venture, affiliate, or shared lists**.
- **Never transfer or duplicate lists** across applications.
- **Only email active and engaged subscribers**.
- **Never hide or obscure the opt-out link** (e.g. adding excessive line breaks).

Prohibited Industries & Content

Certain industries and content pose unacceptable risk to Keap's sender reputation and are strictly prohibited:

- **Illegal / Harmful Content**: intellectual property infringement, exploitation of minors, hate/abuse, instructions for weapons, hacking, phishing, malware, viruses.
- **High-Risk Business Categories**:
    - Gambling, online casinos, betting
    - Payday loans, debt collection/relief, credit repair
    - Forex trading, stock tips, "get rich quick" schemes
    - Multi-level marketing (MLM), pyramid schemes, affiliate/network marketing
    - Work-from-home, lead generation programs
- **Restricted Products & Services**:
    - Prescription drugs / online pharmacies
    - Illegal drugs or goods
    - Pornography, escort/dating services, sexual products
    - Sale of likes/followers (social media manipulation)
    - List brokers (buying/selling/distributing email addresses)

Bottom Line

By maintaining a **permission-based, engaged email list** and avoiding prohibited content, you'll protect your sender reputation, improve deliverability, and ensure compliance with Keap's policies.