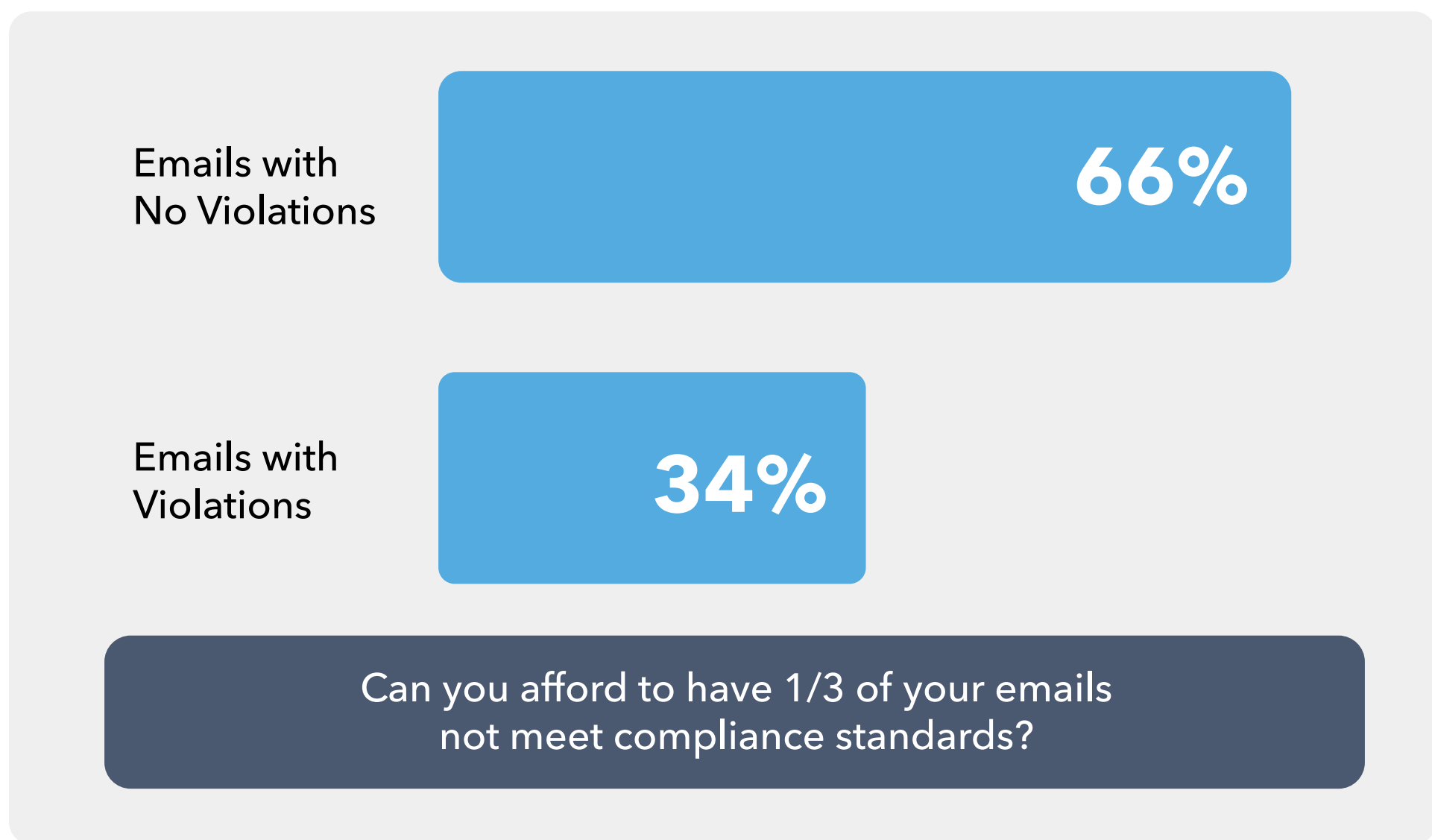
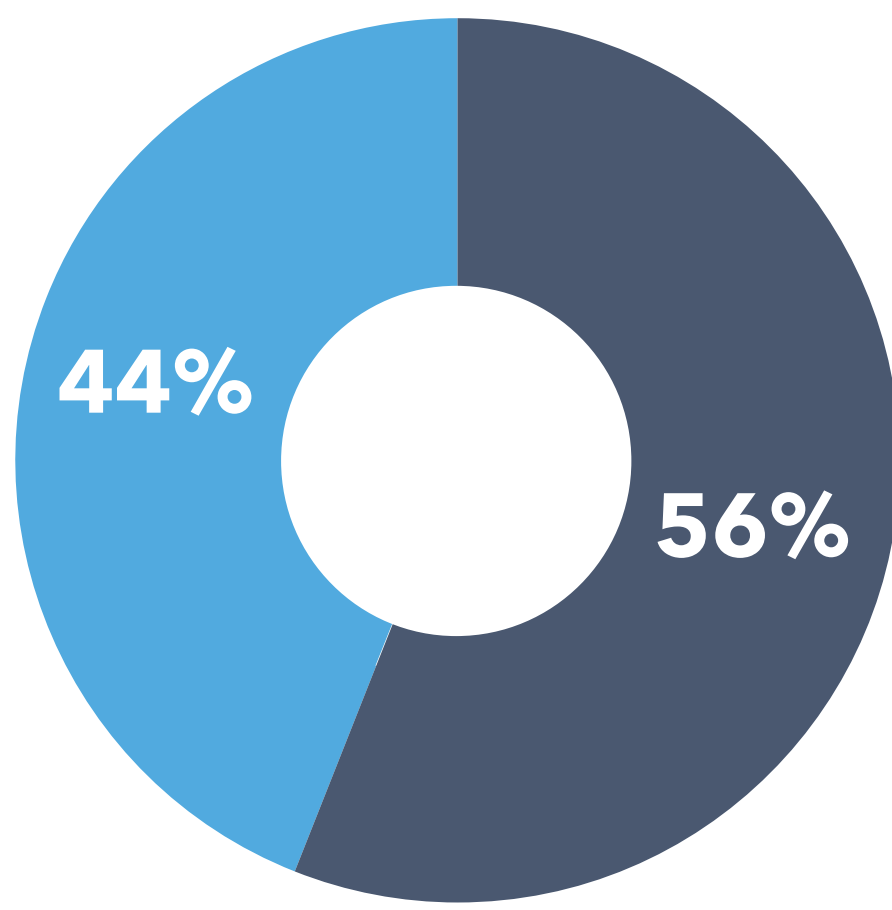


# Top Email Violations in 2023

LashBack Reviews Hundreds of Thousands of Emails for Compliance Violations



## Emails with Violations



**7% Marked as High Impact\***

\*Violations flagged as a high priority message. Usually include violations like CAN-SPAM issues, spoofed domains, or very risky violations

## Breakdown of Email Violations

What issues were the emails with violations flagged for?

Note: Emails can have multiple violations

Postal Issues

**91%**

**What this means:** The postal address was flagged within the message

**Common reasons:** Missing postal, incomplete postal, or illegible postal

Opt-Out Issues

**57%**

**What this means:** The opt out or unsubscribe link was flagged for issues

**Common reasons:** Missing opt out, non-hyperlinked unsubscribe text, or opt out link leads to dead landing page

Creative Issues

**44%**

**What this means:** Email content was marked as deceptive or unapproved

**Common reasons:** Unapproved creative use, deceptive email content

Subject Line Issues

**35%**

**What this means:** The email was flagged for having deceptive or unusual subject lines

**Common reasons:** Random characters, irrelevant to content

From Line Issues

**31%**

**What this means:** The email address that the message was sent from is deceptive

**Common reasons:** Random characters, spoofed third-party domain use, unusually long, unregistered domain

Friendly From Issues

**10%**

**What this means:** The "friendly from" name (the names that identifies the sender) was flagged as deceptive or misleading

**Common reasons:** Irrelevant to content, false claims, unusual characters



See how LashBack can help you accomplish your compliance goals.

[Request a demo](#)