CONSEQUENCES OF **FALSE POSITIVES**

Have you ever looked for an email you were sent, but you couldn't find it until you finally checked your spam folder? **THAT IS A FALSE POSITIVE.**

We call it that because **your email's spam filter flagged the email as spam, even though the email wasn't spam.**

WHY DO FALSE POSITIVES HAPPEN?

Content filters cause many false positives. This is a method of filtering spam emails that looks at the content of an email to guess if the email is spam or not.

CONTENT FILTERS LOOK AT

IMAGES

LINKS

PHRASES

WORDS

ATTACHMENTS

Content filters fail if someone sends you an email with the wrong combination of words—even if it is an important email from a trusted source—it could get flagged as spam!

LOSSES FROM FALSE POSITIVES

TIME

lost sifting through your spam folder. One Sendio client reported spending **half an hour every day** checking their spam folders.

MONEY

lost by missing important emails. The law firm Azar & Associates missed an email about a court date. Missing the court date cost the law firm **thousands of dollars**.

IS THERE A BETTER WAY?

OF COURSE THERE IS. Instead of filtering emails by content, your email security service should filter emails by contact.

People are included in your community when you send them an email. If someone sends you an email, they are added once they confirm they are a real person and not a spammer.

Build a trusted email community. Build it from...

Trusted email contacts from your email system

Contacts from your CRM

Personal contacts from email clients like Outlook or Gmail

Contacts from your accounting system—vendors, partners, re-sellers

Never miss an important email again with Sendio's email communities.
Sendio employs a "positive" security model that is—no one is better to determine what email you want to receive than you.

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