

Occasionally, you'll hear from someone who subscribes to your mailing list but doesn't receive their initial verification email. Similarly, you may hear from someone who subscribes successfully but doesn't receive the actual newsletters. Or someone may mysteriously stop receiving newsletters for no apparent reason.

The email delivery system that we use (MailChimp) is very reliable and experience tells us that in almost all of these scenarios, the problem lies with the email being filtered out at the end of the subscriber.

Often the missing emails can be found in Junk, Clutter or Spam folders. Occasionally the emails are filtered by the subscribers email provider before reaching their device.

Subscribers can solve this problem by adding your newsletter email address to their 'Safe Sender List' and to their Address Book.

Help with Common Email Clients

To add a trusted contact in some of the [most popular email clients](#), ask subscribers to follow the steps below.

Apple Mail (desktop)

If Apple Mail delivers a legitimate message to junk, your subscriber can do two things.

- Teach Apple Mail's filter to allow future messages. Open the junk folder and find the message. Move the message into the inbox.
- Add your From email to the address book. Open the message, right-click the sender email address, and choose Add to Contacts.

For additional information about Apple Mail, visit the [Apple Mail Support Page](#).

Mail (Apple iOS mobile devices)

If Mail delivers a legitimate message to junk, your subscriber can do two things.

- Teach Mail's filter to allow future messages. Open the junk folder and find the message. Move the message into the inbox.
- Add your From email to the address book. Open the message, and tap the From email address. Then tap Create New Contact to input the address in the contacts list.

For additional information about the Mail app, visit the [Apple Support Page](#).

AOL Webmail

If AOL Webmail delivers a legitimate message to spam, your subscriber can do two things.

- Mark a received campaign as Not Spam. Open the spam folder and click the message. Click the OK, Not Spam button.
- Add your From email to the address book. Click Contacts in the navigation panel, and click the New Contact icon. Input the email address and click the Add Contact button.

For additional information about AOL Webmail, visit the [AOL Support Page](#).

Gmail (desktop and mobile)

If Gmail delivers a legitimate message to spam, your subscriber can do two things.

- Mark a received campaign as Not Spam. Open the spam folder and click or tap the message. Click Not Spam.
- Add your From email to the address book. Open the contact list, click or tap New Contact, and input the address.

For additional information about Gmail, visit the [Gmail Support Page](#).

Outlook

If Outlook delivers a legitimate message to junk, your subscriber can do two things.

- Mark a received campaign as Not Junk. Open the junk folder and click the message. Click Not Junk.
- Add your From email to the address book. Open the message, right-click the sender name, and click Add to Contacts. [Authentication information](#) may display in Outlook's sender name area, so ask the subscriber add your address only.

For additional information about Outlook, visit the [Office Support Page](#).

Outlook.com

If Outlook.com delivers a legitimate message to junk, your subscriber can do two things.

- Mark a received campaign as Not Junk. Open the junk folder and right-click the message. Click Not Junk.
- Add your From email to the Safe Recipient list. Click the gear icon, and choose Options. Click the Safe and Blocked Senders link, click Safe Senders, and input the message's From email address.

For additional information about Outlook.com, visit the [Outlook.com Support Page](#).

Yahoo Mail

If Yahoo Mail delivers a legitimate message to spam, your subscriber can do two things.

- Mark a received campaign as Not Spam. Open spam folder, click the message, and click Not Spam.
- Add your From email address to the address book. Open the message and click the Add to contacts button next to the From email address.

For additional information about Yahoo Mail, visit the [Yahoo Support Page](#).