

# What is Marketing Email and Marketing Message Detection?



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Contributed by Kishore Yerramreddy and Enrico Werner, Cisco TAC Engineers.

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## Introduction

This document describes what Marketing Email and Marketing Message Detection is.

## What is Marketing Email and Marketing Message Detection?

### What is Marketing Email?

Marketing Email is a mode of promoting products and services via email. Even though marketing messages are not considered spam, your organization or end-users may not want to receive them. Marketing messages are messages that are NOT Spam, do NOT contain Email transactions, and do NOT reflect communication between parties. An example of a marketing message is an airline promoting their products and services via an email but an airline confirmation email to a user is not a marketing message.

### What is Marketing Detection and how does it work?

In AsyncOS 7.0.x for Email and later, Cisco has introduced a new feature Unwanted Marketing Message Detection. When enabled along with Cisco Anti-Spam or Cisco Intelligent Multi-Scan, this feature can distinguish between Spam and Unwanted Marketing Messages. Like spam, you have the option to deliver, drop, or bounce unwanted marketing messages. You also have the option to tag unwanted marketing messages by adding text to the message subject to identify it as marketing.

The Unwanted Marketing Message Detection feature in AsyncOS for Email can be configured via Per Recipient Policies for Anti-Spam. The Marketing Detection feature like Anti-Spam configuration allows you to drop, deliver, or bounce after a message is detected as Marketing Email. For better detection and low False Positive rate, it is highly recommended to use the "Tag and Deliver" action after a message is detected as Marketing Email by Cisco Anti-Spam or Cisco Intelligent Multi-Scan.

Cisco highly recommends that customers take advantage of this new Marketing Detection feature to detect unwanted Marketing Email and enhance the end user email experience.

## **How do you enable Marketing Detection on the Email Security Appliance (ESA)?**

1. *Go to Mail Policies -> Incoming Mail Policies.*
2. Select the link under Anti-Spam for your Default mail policy.
3. Under 'Marketing Email Settings' select 'Yes' for 'Enable Marketing Email Scanning'.
4. Select the desired action under 'Apply This Action to Message'.
5. Submit your changes.
6. Repeat steps 2 to 5 for any other applicable mail policies.
7. Commit your changes.

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