

Why is Gmail filtering good spam?

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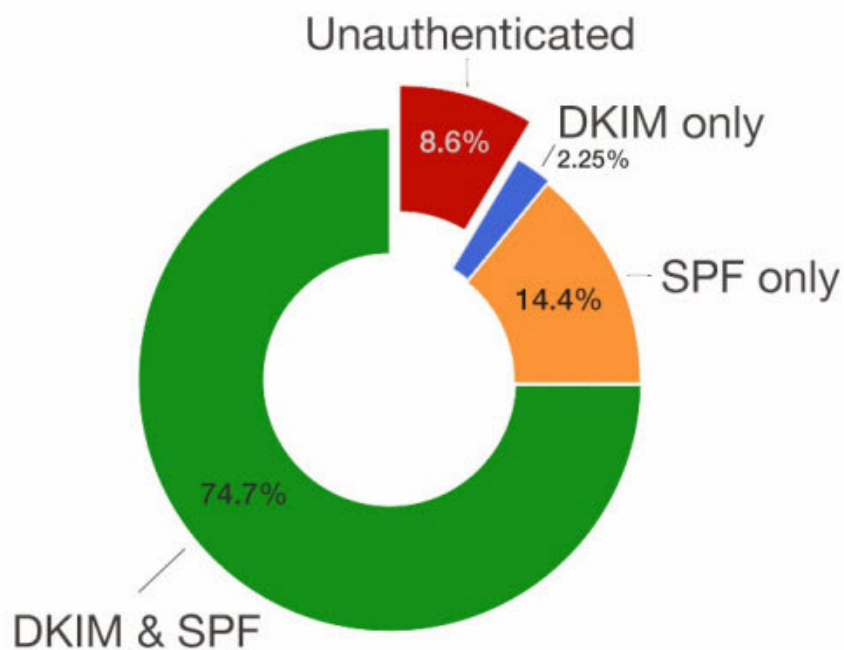
Google says it is winning the fight against spam.

According to *Google*, the company has adopted two account authentication technologies, ***DomainKey Identified Email (DKIM)*** and ***Sender Policy Framework (SPF)***, developed and developed by large companies and businesses in the Internet environment. completed, starting in 2004. So, Google has a solution to filter spam right from the authenticity of user accounts, not only focus on the content of the email sent.

Since then, Google said, up to 91.4% of emails were sent by authenticated accounts based on the two technologies to the right address and mailbox Inbox of the recipient. At the same time, billions of junk e-mails are sent by unsatisfactory accounts DKIM and SPF have been listed correctly in the Spam folder.

However, depending on the account, depending on the email, Google has different authentication measures. According to Google, 74.7% of emails are authenticated with both DKIM and SPF, 14.4% only use DKIM and 2.25% only use SPF.

How emails are authenticated



source: Gmail 2013

The graph shows the amount of email sent scanned by DKIM or SPK technology or both.

In addition, Google added that more than 80,000 domains around the world are deploying DMARC spam blocking technology, which filters out hundreds of millions of "dirty" emails every week.

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