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Subject: Ready2Ride Cycling - News/How To's
Date: Monday, 20, 2014 6:44 AM
To: ready2ride@ready2ride.com



GMail MIA Tip and Partner Ride!

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Today, we have a few short, but useful items to share. One is a great tip shared by a rider who uses Gmail and one about our upcoming ride. Let's get to the good stuff!

GMail User Tip - Why Did Steve Drop Me From the Distribution List?

Guess what? OK, if you give up that quickly, the answer is that 565/1565 of our riders (37%) get their Ready2Ride Cycling email via a Gmail account.

Many of you have written to ask us the same question - it goes something like this: "Yes, I got the original rider confirmation but since then, I must have been dropped from the distribution list because the Ready2Ride Cycling email stopped coming. Can you please add me back to the list?"

After looking up their address in the master distribution list and checking to see if there were any typos our Gmail app "steers" them by removing you from the list) and also confirm that they are receiving the notes (it also flags addresses that bounced back) we reply to each message and suggest that the rider may be in a junk or spam folder.

Yesterday, one of our really sharp riders, **Nora Lincoln** read my reply and did some digging and she found that Gmail has gone upscale - or more politically correct and they don't send the email to Spam or Junk but do send the email to a "Promotions" folder. The reason you get the initial confirmation note and then the notes stop coming is probably because the confirmation email is a custom process we developed to merge a welcome note with the information you entered the you emailed so each rider receives a unique, one-of-a-kind confirmation. Gmail thinks that is OK. Then, within a few days, the master rider note goes out and you get the weekly email, along with 565 other Gmail users at exactly the same time. Gmail thinks this is not OK - means who gets the same email as 565 other Gmail users must be getting an unwanted "Promotional" email so they intercept