

Gray...mail?

Graymail is the ever-growing amount of newsletters, deals and updates that fill your inbox. Sometimes you love it, sometimes you hate it. Here's how graymail happens.



The Typical Inbox

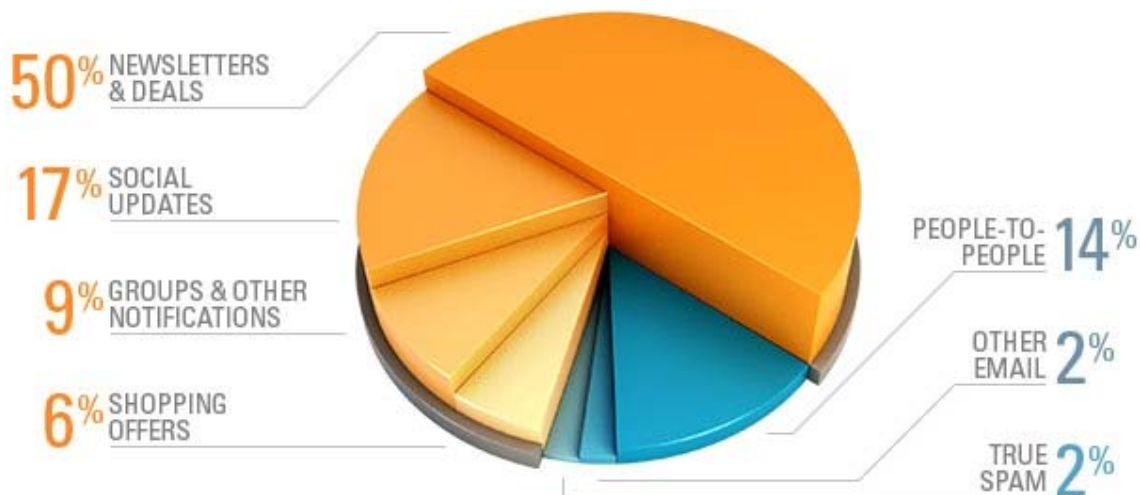
2011	2012	2013	2014	2015
14,235	14,600	14,965	15,148	15,330

Why is this happening?

Because we're signing up for more newsletters and notifications. In fact, newsletters alone have increased by 300% over the past year.

What your inbox looks like today

Your inbox is already made up of 50% newsletters and deals – and growing all the time.



Only about 3% of the typical inbox is true spam. Here's the difference:



Spam

Unsolicited

Misleading or fraudulent sources

Content of no value; often malicious or illegal

Less than 3% of inbox

Graymail

User gave permission to receive either directly or indirectly (via auto opt-in)

Legitimate, reputable sources; user can opt-out at any time

Valuable content, however relevancy, interest and priority fluctuates

Up to 80% of inbox

Got a minute?

That's all it takes. In just 60 seconds (<http://windows.microsoft.com/en-US/hotmail/conquergraymail/autoplay>) you can slice through the clutter, find what you want, and get your inbox back into shape.



Automate

Set up your inbox to automatically manage your mail – graymail or not. Expired deals are automatically gone, your bills go straight into folders.



Find Stuff Faster

Hotmail has great tools to help you navigate your inbox and bypass all the graymail. Set up InstantActions or Flag a message to the top of your inbox to find it fast.



Advanced

Create an Alias account to catch your unwanted mail, or aggregate your other addresses to take advantage of other exception Hotmail features.

Source: <http://windows.microsoft.com/is-IS/hotmail/conquergraymail/graymail>