

Gmail is the world's most popular email service with nearly 2 billion people using it. Google does a pretty good job of filtering out junk and spam but it's about to get better. Google has announced it will be using AI to keep even more junk from winding up in your inbox. It'll also make it easier to unsubscribe from annoying companies that flood your inbox over and over again. I'm looking at what's coming and what you'll need to do.

TRT 133  
STD OUT

## **SUPER**

0-8 Jamey Tucker/[whatthetech.tv](http://whatthetech.tv)

### **ON-CAMERA TEASE:**

Email is a fact of life. We send it but we get more than we really want or should. I'm Jamey Tucker coming up with how Google says it'll make it more difficult for spammers to fill up your inbox.

### **ANCHOR INTRO**

EMAIL IS HOW MILLIONS OR BILLIONS OF PEOPLE COMMUNICATE. IT'S ALSO HOW SPAMMERS AND SCAMMERS FIND AND REACH THEIR TARGETS. GOOGLE SAYS IT'S ABOUT TO MAKE IT HARDER FOR SCAM EMAILS TO FIND YOUR INBOX.

THAT IS IF YOU USE GMAIL, WHICH MOST PEOPLE DO. OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER SHOWS US HOW GMAIL IS CHANGING, AND HOW IT'S SUPPOSED TO HELP YOU.

### **PACKAGE SCRIPT**

Nearly 2 billion people use Gmail. It does a pretty good job of sending scams and junk to a separate folder that you'll never see. Google says it's going to be even better.

In a blog post, Google says it'll focus on email validation. Simply put, that's cracking down on scammers who send thousands of emails a day. Google will ensure that the email sender is who they claim to be. That's apparently not as easy as it sounds. Sort of like robocalls.

Google already uses AI to mark bulk emails as junk. If you open the Gmail spam folder, you'll find hundreds or even thousands of blocked emails. I'm blurring the subject lines because, well, they're not safe for work or TV.

But scammers have figured out ways to get around Google's filter system and send not just scammy emails, but phishing and malware.

The most helpful change coming to Gmail is an easier way to unsubscribe from mailing lists. Right now it requires jumping through hoops. Click a link, and choose unsubscribe which can still take a few days to take effect. Google says unsubscribing will soon take just one click and the sender has two days to remove your email address.

Gmail will enforce a spam threshold that senders must stay under. Send too many emails that get marked as spam, the sender will be blocked from sending mail to Gmail addresses. Google says the new Gmail features will roll out next year. You won't have to do anything. Just mark spam as spam and everyone's Gmail inbox should start looking a little cleaner.  
That's What the Tech? I'm Jamey Tucker

## **ANCHOR TAG**

IN ITS RELEASE, GOOGLE SAYS GMAIL ALREADY STOPS NEARLY 100 PERCENT OF EMAILS THAT CONTAIN SPAM, PHISHING, AND MALWARE AND BLOCKS NEARLY 15 BILLION UNWANTED EMAILS EVERY DAY.

## **WEB STORY**

Millions of people start their day by checking email. They might spend about 10 minutes of that time just deleting unwanted and junk emails. Google does a pretty good job of redirecting emails that contain malware, phishing, and spam links but the company says it's going to do even better.

In a [blog post](#) this week, Google announced it will be rolling out new features aimed at keeping Gmail inboxes cleaner.

Gmail is the world's largest email client and it isn't even close. Over 1.8 billion people use it most every day. That makes Gmail a favorite vehicle for spammers and scammers.

Bulk email senders can send out millions of emails every day. Google says it aims to put a stop to some of it and if it works the way Google says it will, you can expect to see fewer unwanted emails each morning.

Google says bulk senders will need to be validated to ensure they are who they claim to be. Simply put, email senders must have some form of authentication before the email winds up in Gmail inboxes.

Google started using a validation process last year and says the unauthenticated messages dropped by 75%. You may not have noticed it but take a look inside your Gmail spam folder (if you dare). This process requires those sending significant volumes of email to authenticate their email addresses.

Perhaps the best change coming to Gmail is the ability for users to easily unsubscribe to unwanted messages. Maybe you don't even remember sharing your email address on a website to receive a free e-book or order of fries. When you receive emails from that company or person, you're required to scroll to the bottom of an email and search the fine print for an "unsubscribe" link. Even then, once you click it you have to go to another website where they try their hardest to make you stay on the mailing list.

Google says unsubscribing must take just one click and no more waiting for an unsubscribe request. Google says the emailer has two days to process the unsubscribe request.

Google says moving forward email senders must be beneath a "spam" threshold. If a large number of Gmail users mark their emails as "spam", then future emails will be blocked from Gmail inboxes. Google doesn't say what the threshold will be.

Google says it'll begin enforcing the new rules in February 2024.

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