

M³AAWG is a Trusted Environment

What happens in M³AAWG stays in M³AAWG

- What occurs here cannot be shared outside the membership without the written permission of the Executive Director, unless we state the specific session is open to the press and social media.
- See the M³AAWG Meeting Policy at www.m3aawg.org/MeetingPolicy

Treat Everyone with Respect

- Treat all attendees respectfully in and out of sessions. No less will be tolerated.
- See the M³AAWG Conduct Policy at <https://www.m3aawg.org/conduct-policy>

You agreed to these policies when you registered for the meeting.
For questions, please contact Amy Cadagin at amy@m3aawg.org

Reminders for Our Worldwide Friends

All meeting content is confidential: No photos, no video, no recording.

Reach out to room monitor staff with questions.



L'ensemble du contenu de la réunion est confidentiel : les photos, vidéos et enregistrements sont interdits. Pour toute question, demandez conseil au personnel.



Todo el contenido de la reunión es confidencial: No está permitido sacar fotografías ni grabar vídeo o audio. Consulte con el personal si tiene alguna pregunta.



Der gesamte Inhalt des Meetings ist vertraulich: Keine Fotos, kein Video, keine Tonaufzeichnung. Bei Fragen wenden Sie sich an die Mitarbeiter.



会議の内容はすべて機密扱いです。写真やビデオの撮影、録音は禁止されています。質問がある方は、スタッフまでご連絡ください。



所有会议内容均为保密信息：禁止拍照、录像、录音。如有疑问，请咨询职员。



회의에서 다루는 모든 내용은 기밀입니다. 사진 및 동영상 촬영과 녹음은 금지됩니다. 질문이 있으시면 직원에게 문의해 주십시오.



Все содержимое собрания является конфиденциальным: нет фотографий, нет видео, нет записи. Смотрите сотрудников с вопросами.



Sarra Papadopoulou

Senior Deliverability Manager

Moosend / Sitecore

How ESPs can fight scammers and spammers

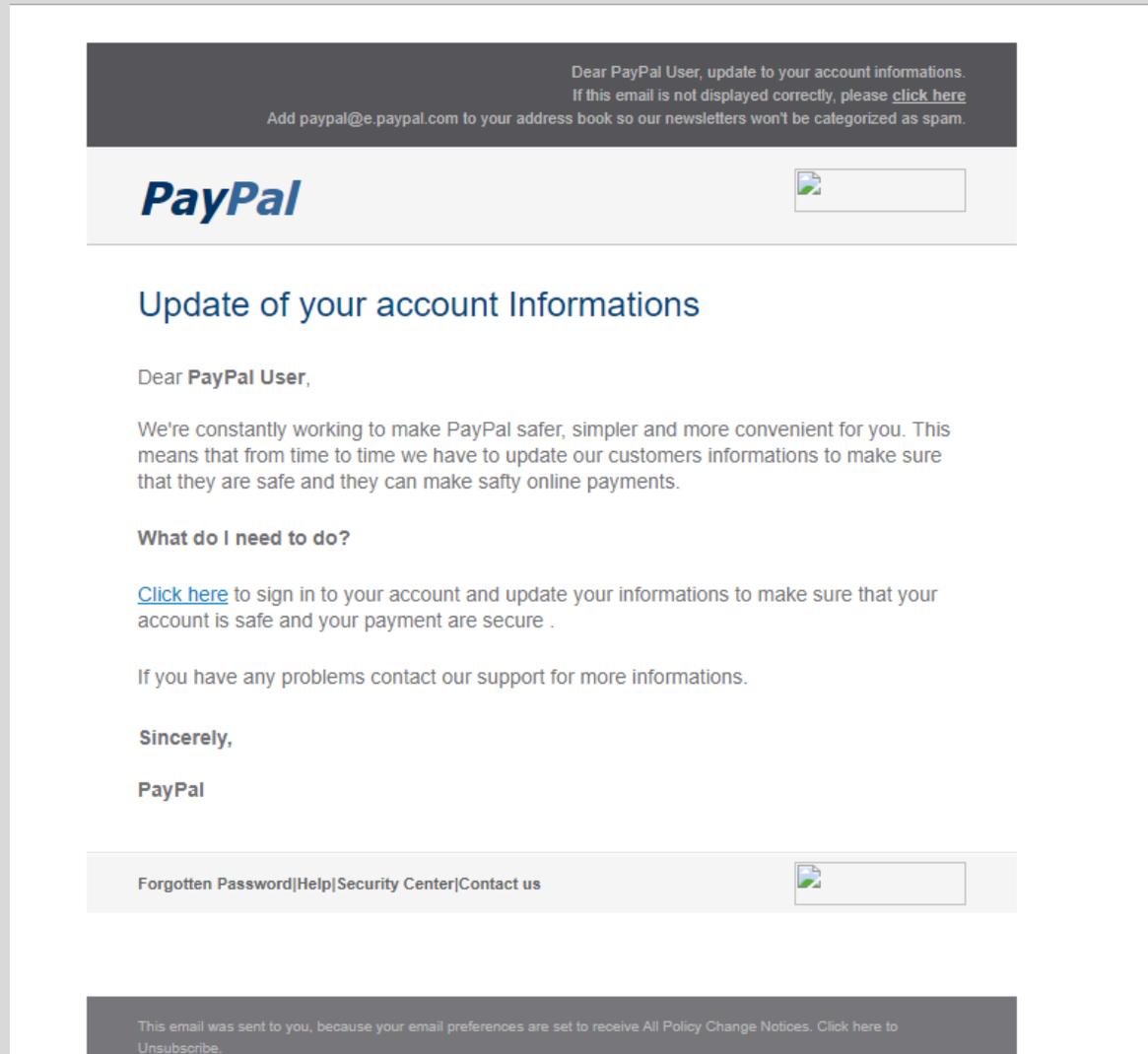
*Proactive Strategies For Keeping Your IPs Safe From
Scammers/Spammers*

July 11, 2023

The first scammer in my life



The first scammer in my life...



Brands that get phished

NETFLIX

We need your help to resolve your account issues.

Hi [-emailuser-],

We were unable to validate your billing information for next billing cycle of your subscription. If we will not hear from you in next 48 hours your netflix account will be suspended.

Obviously, we would love to hear from you back, juts simply click the button below to update your details and countinue enjoying our service!

[Update My Details](#)



Package Redelivery Notice

Dear Customer

A shipment of your package with the tracking number 1442820006 has been held at the local post office awaiting your redelivery authorization.

[Schedule Redelivery](#)

Copyright © 2020 USPS. All Rights Reserved.

Note: This is a service message with information related to your order tracking . If you recently cancelled your order, please disregard this message. help .

Subject

Your package could not be delivered.

Content ([HTML](#) / [Plain Text](#))



[Deliver my package >>](#)

i-bank
THE GROUP

Your credit card has been temporarily blocked!

Hello,

Due to an upgrade of the Credit Card Support System, your card functions are temporarily affected and transactions will not be possible.

Follow these steps to re-enable online features:

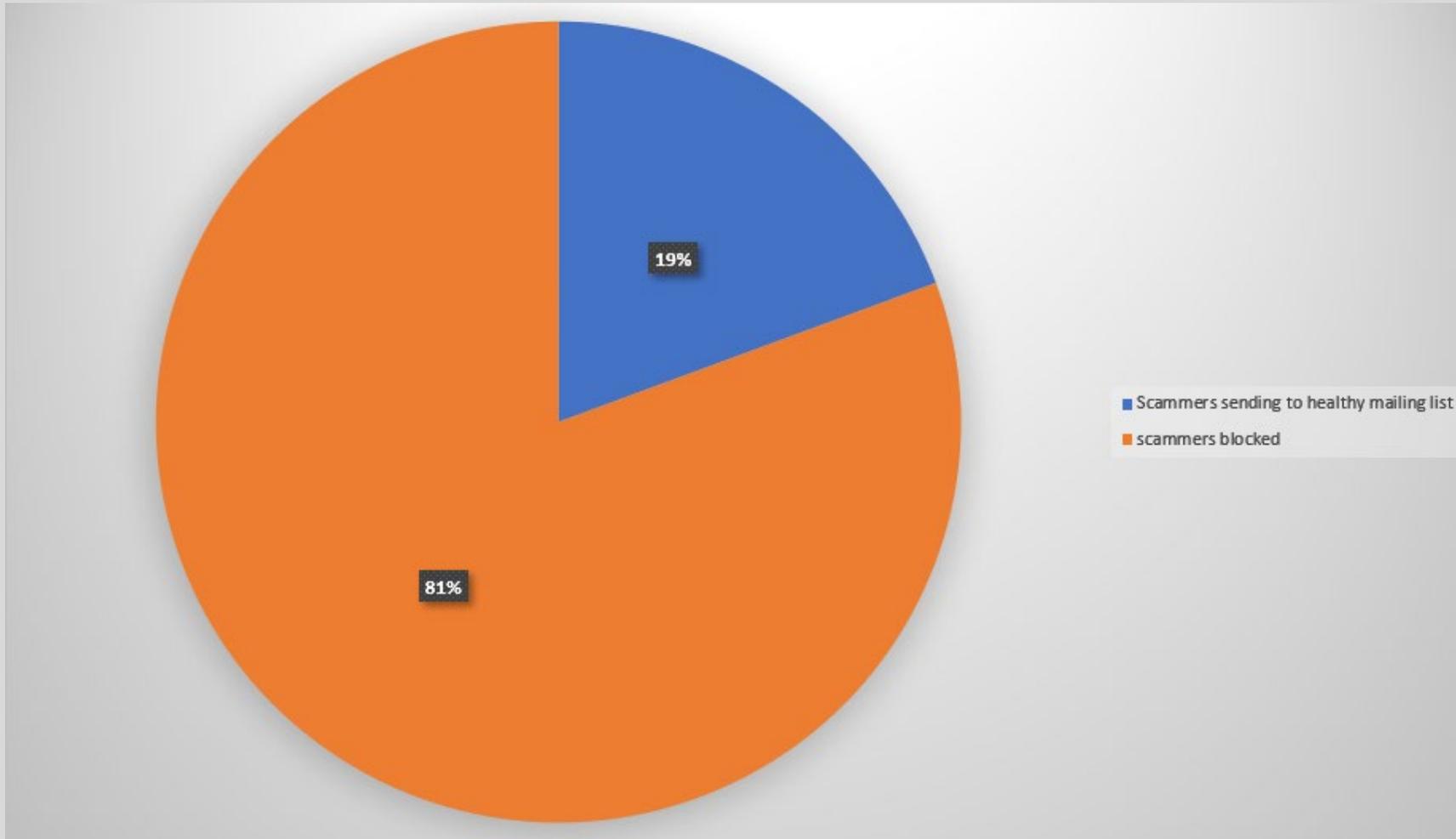
[NEXT](#)



Brands that get phished



Scammers and their mailing lists



Scammers and their mailing lists



“Scammers are sending targeted campaigns using clean mailing lists.”

Understanding the Threat

- Decreased Deliverability

Understanding the Threat

- Decreased Deliverability
- Reputation Damage

Understanding the Threat

- Decreased Deliverability
- Reputation Damage
- Reduced Open and Click Rates

Understanding the Threat

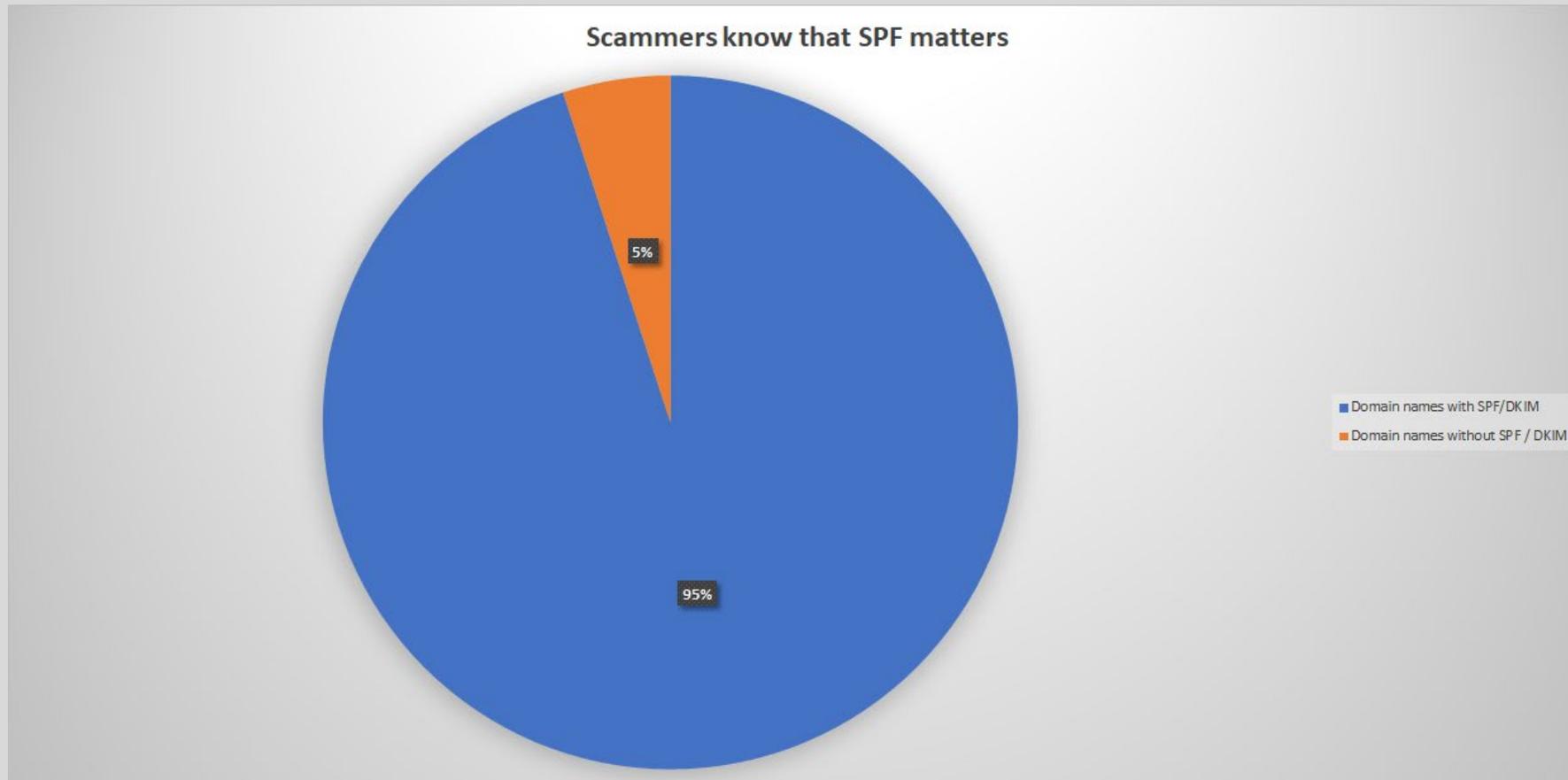
- Decreased Deliverability
- Reputation Damage
- Reduced Open and Click Rates
- Trust?

Understanding the Threat

- Decreased Deliverability
- Reputation Damage
- Reduced Open and Click Rates
- Trust?
- Legal Consequences

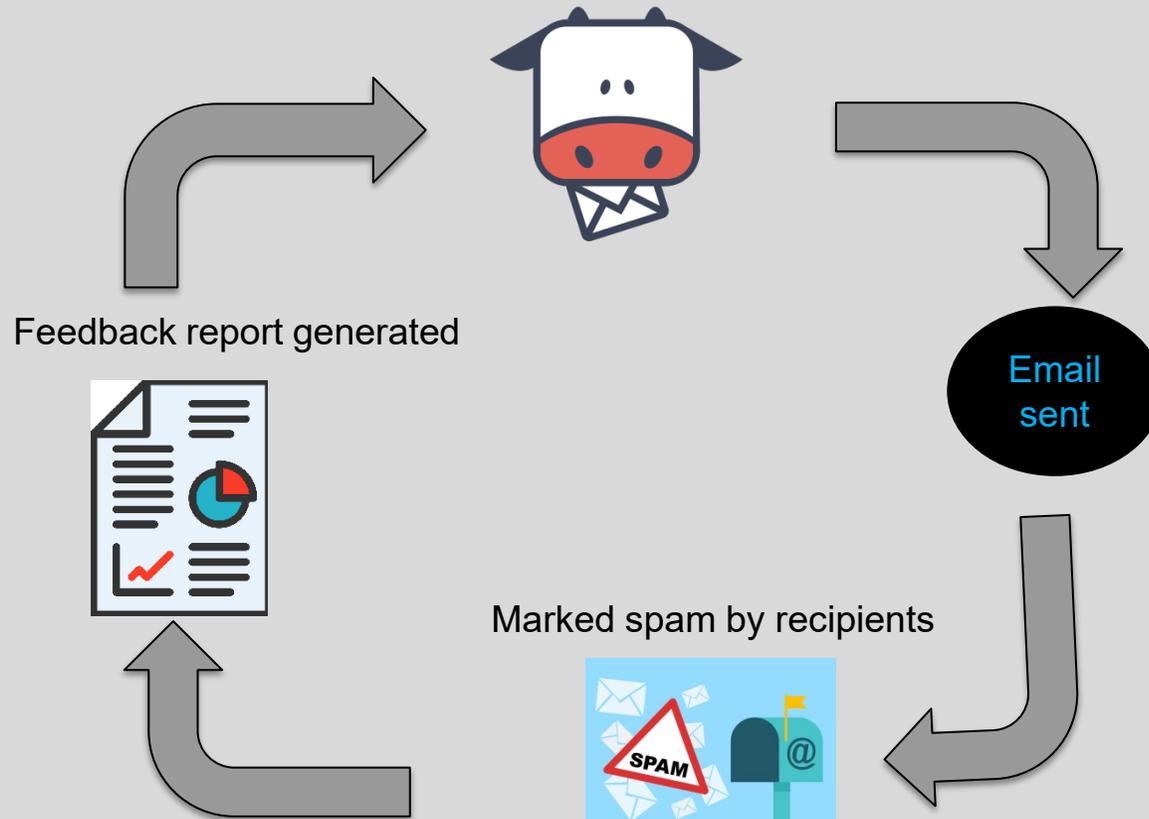
Role of Email Marketing Platforms

- Email Authentication Protocols



Role of Email Marketing Platforms

- User Reporting and Feedback Loops



Role of Email Marketing Platforms

- User Reporting and Feedback Loops

Mailbox Provider Partners



Role of Email Marketing Platforms

- Compliance with Regulations



Opt-in /
opt-out
required



Opt-in /
opt-out
required



opt-out
required



Opt-in /
opt-out
required



Opt-in /
opt-out
required

What can we do?

Role of Email Marketing Platforms

- List Hygiene Tools



Role of Email Marketing Platforms

What we did as an organization?

We build a mechanism to identify and remove typo domain names



- _____ Gmail.com
- _____ Gmail.gr
- _____ yahoo.cim
- _____ yahoo.com
- _____ Outloooook.com
- _____
- _____

Role of Email Marketing Platforms

- List Hygiene Tools



Join Our Newsletter

Join our mailing list to keep up to date with our upcoming events

- Greece
- France
- Iceland
- Australia

 I'm not a robot 
reCAPTCHA
Privacy - Terms

Subscribe

Role of Email Marketing Platforms

- List Hygiene Tools

"Non-openers are bad news" for two reasons:

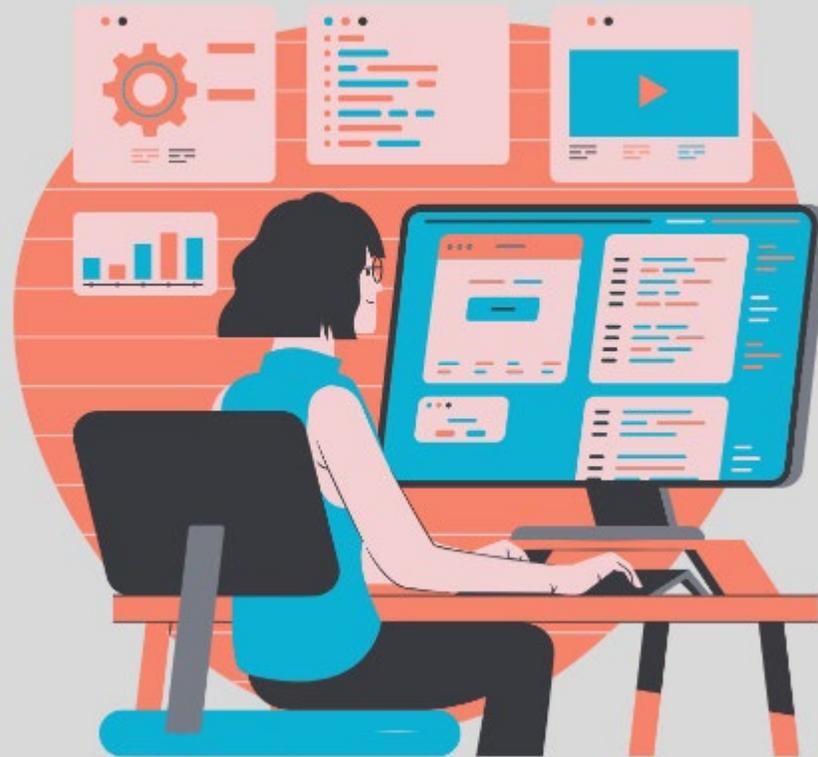
1.They affect your open rates.

Having recipients who never open your campaigns and are a part of your daily sending lists, yes, they affect your audience and your loyal recipients. That means, that the number you see as your open rate is not true! Because you included non-engaged members to receive your campaign.

2. Those recipients can quickly turn into invalid email addresses if they will abandon those addresses for good or spamtraps.

Role of Email Marketing Platforms

- Threat Monitoring and Analysis



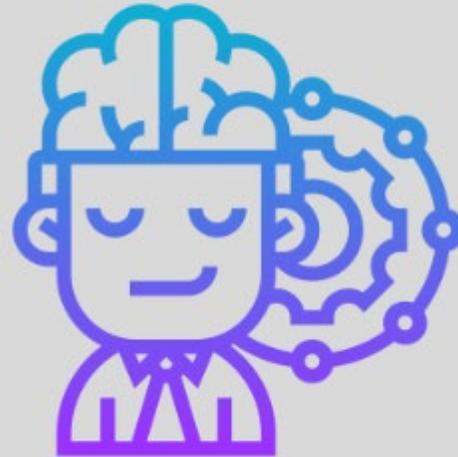
Role of Email Marketing Platforms

- Threat Monitoring and Analysis



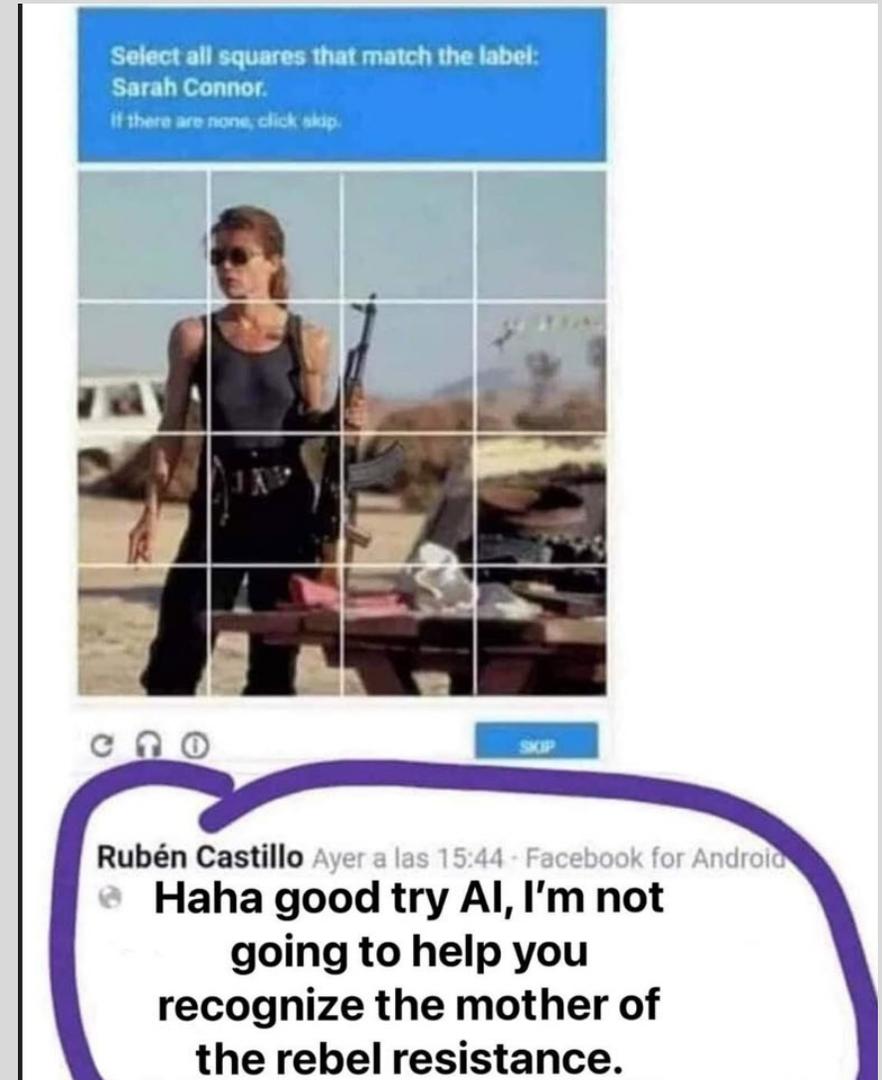
Role of Email Marketing Platforms

- Machine Learning and AI Algorithms



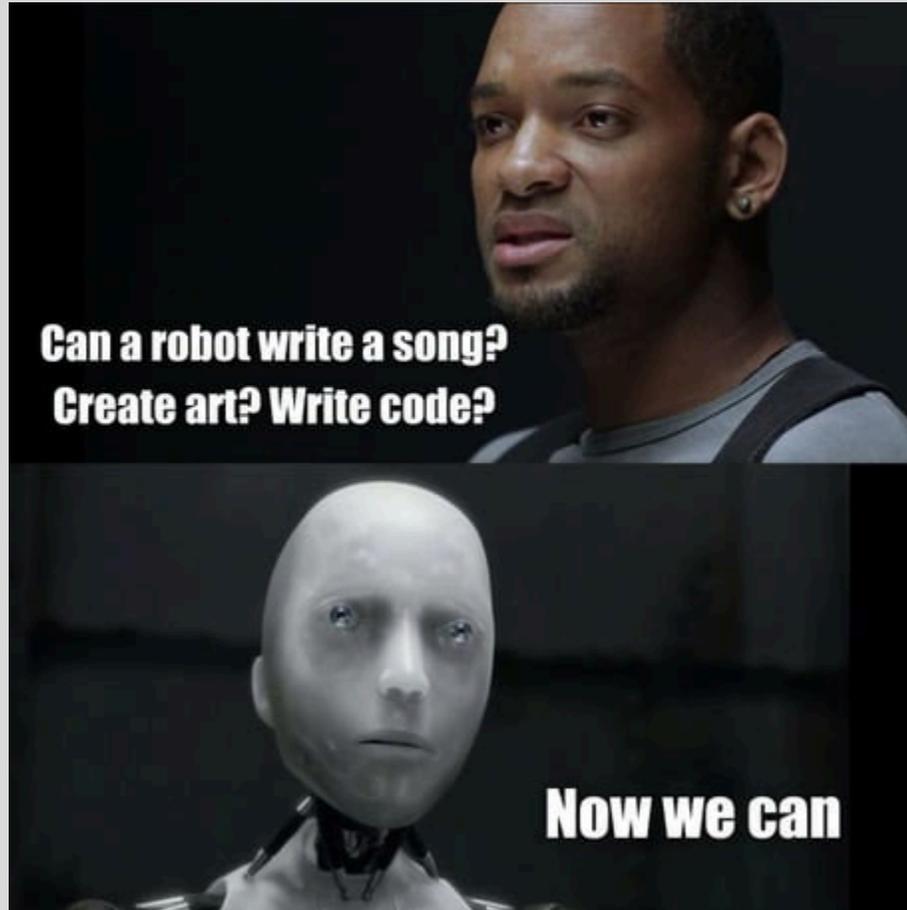
Role of Email Marketing Platforms

- Machine Learning and AI Algorithms



Role of Email Marketing Platforms

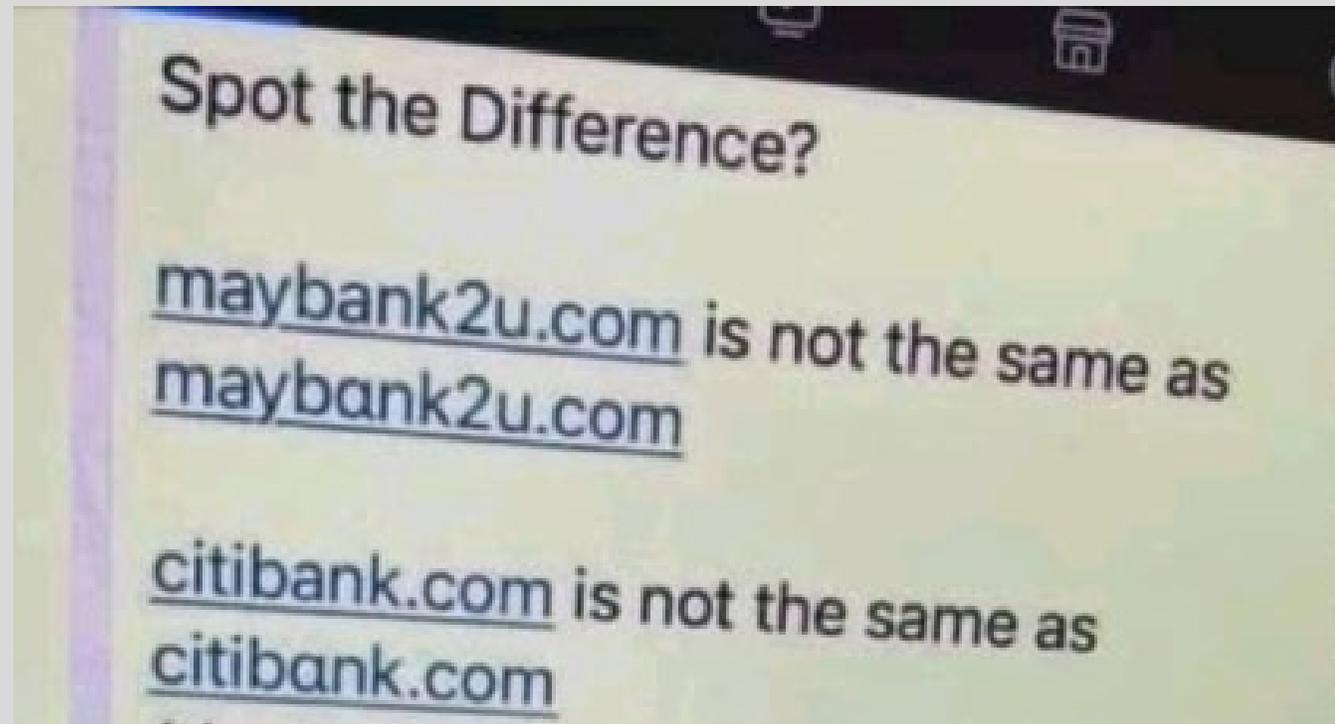
- Machine Learning and AI Algorithms



Role of Email Marketing Platforms

Blacklisted NAME for senders – No more **NEFTLIX**

Nettflix
Paypaal
Paypall
Paaypal
Payypal
Netfliiix
Paypa1
N3tflix
USPServices
USPSdelivery
USPOnline
USPostal
Amazoon
Amazzon
Amzon
Amaazon
Masteercard
Mastercaard
Masteercard
Mastercaard
Maastercard



Role of Email Marketing Platforms



i-bank

or

package

Role of Email Marketing Platforms



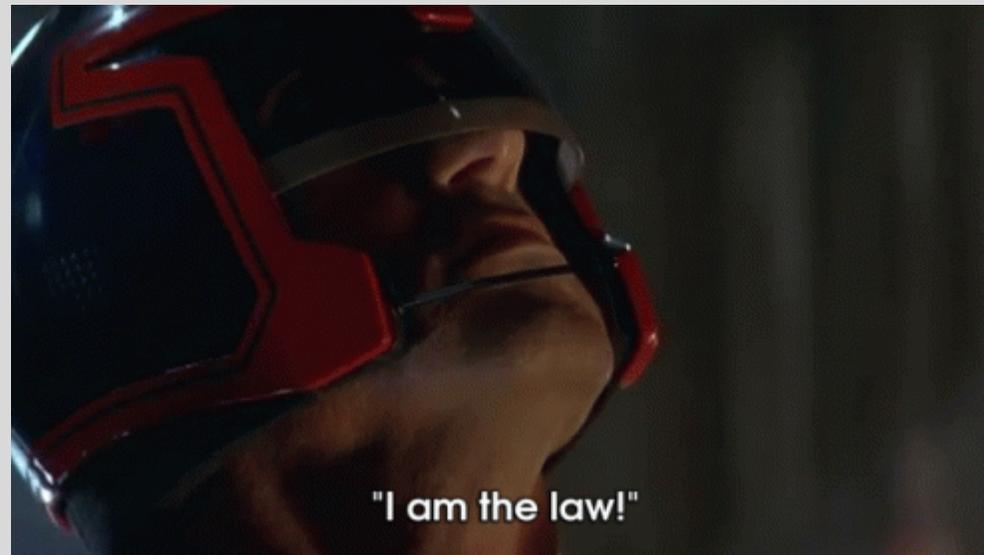
Name	E-mail	Date Created	Governor Status	Verification Status
t-bank		3/16/2022 6:25:13 PM	Accepted	Verified

Role of Email Marketing Platforms

```
Code Blame 893 lines (893 loc) · 12.9 K
597
598
599
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615 Package
616 Packag3
617
618
619
620
621
622
```

Role of Email Marketing Platforms

We have a Judge who respects our anti-spam policy



Role of Email Marketing Platforms

 **Judge Dredd (Production)** APP 3:59 PM
Alert - High Bounce Rate

Bounce Rate 5.9304705% is greater than threshold 3%

Customer Data Just Admin

User Id:
[REDACTED]

Email:
[REDACTED]

Created On:*
Sunday, June 25, 2023

Plan Data

Active Plan:
FREE

Credits:

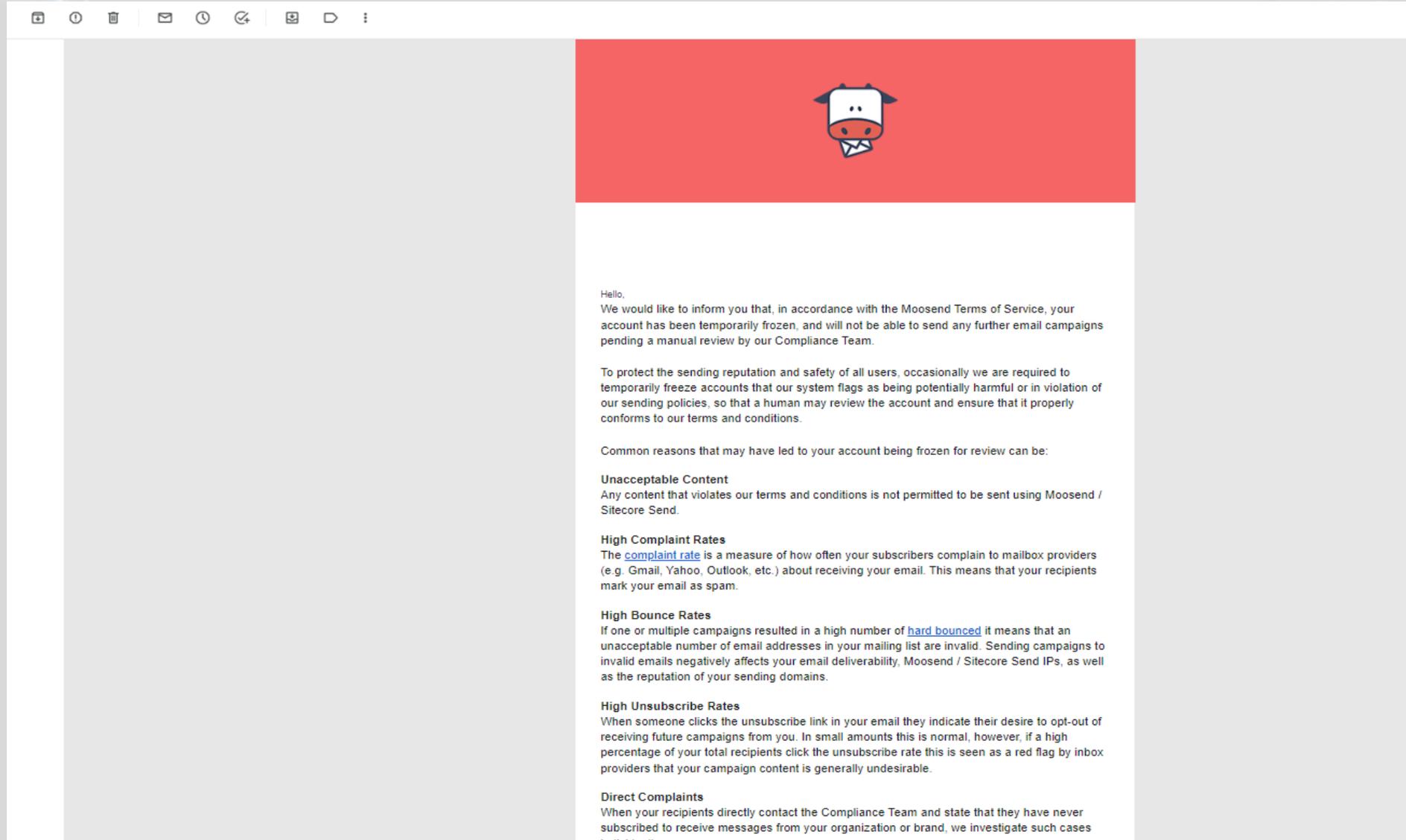
Customer Data Show Content

Campaign Id:
[REDACTED]

Subject Line:
Alerta

Delivered On:
6/25/2023 12:43:35 PM

Role of Email Marketing Platforms



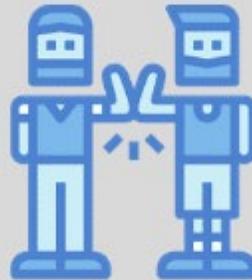
Role of Email Marketing Platforms

Blocking all registrations from specific locations/IPs

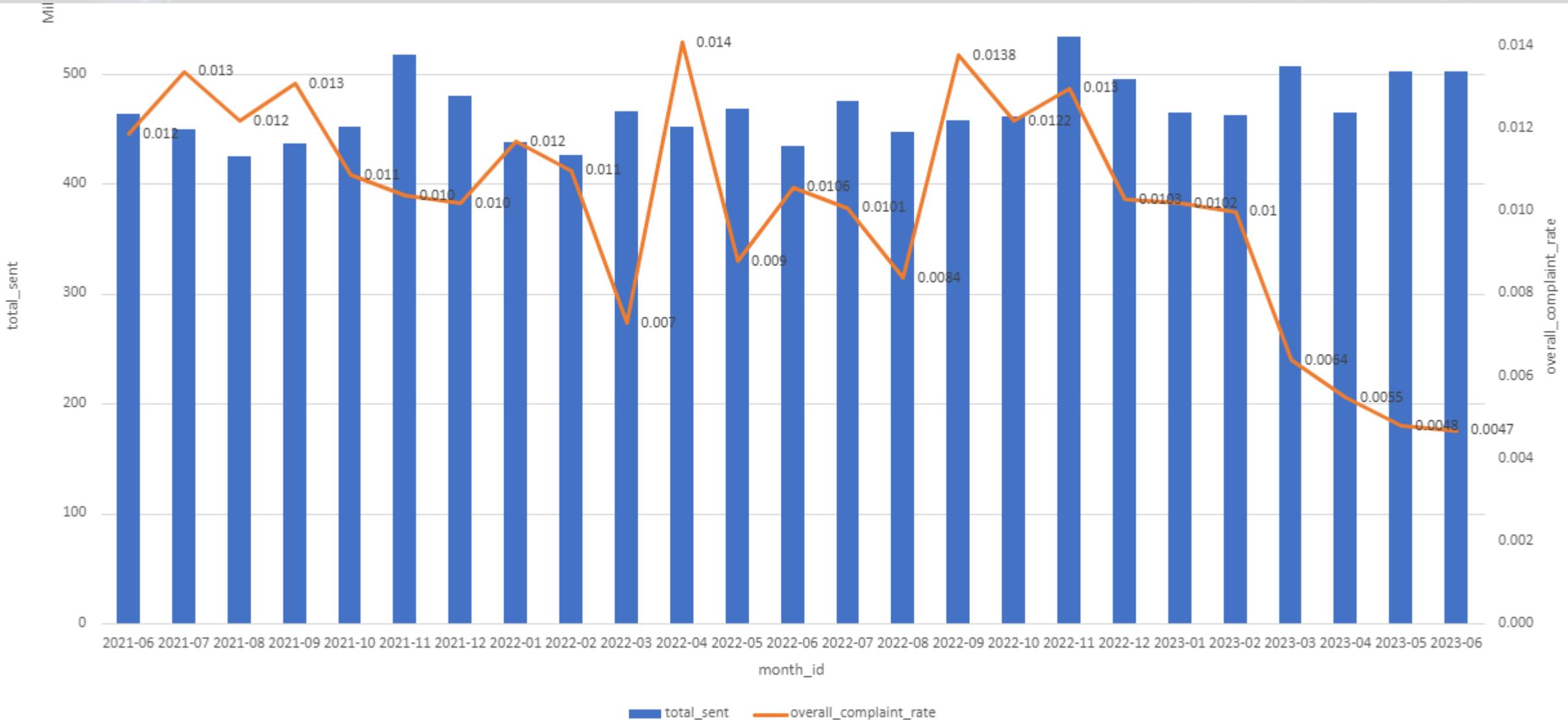


Role of Email Marketing Platforms

Collaboration and Industry Standards

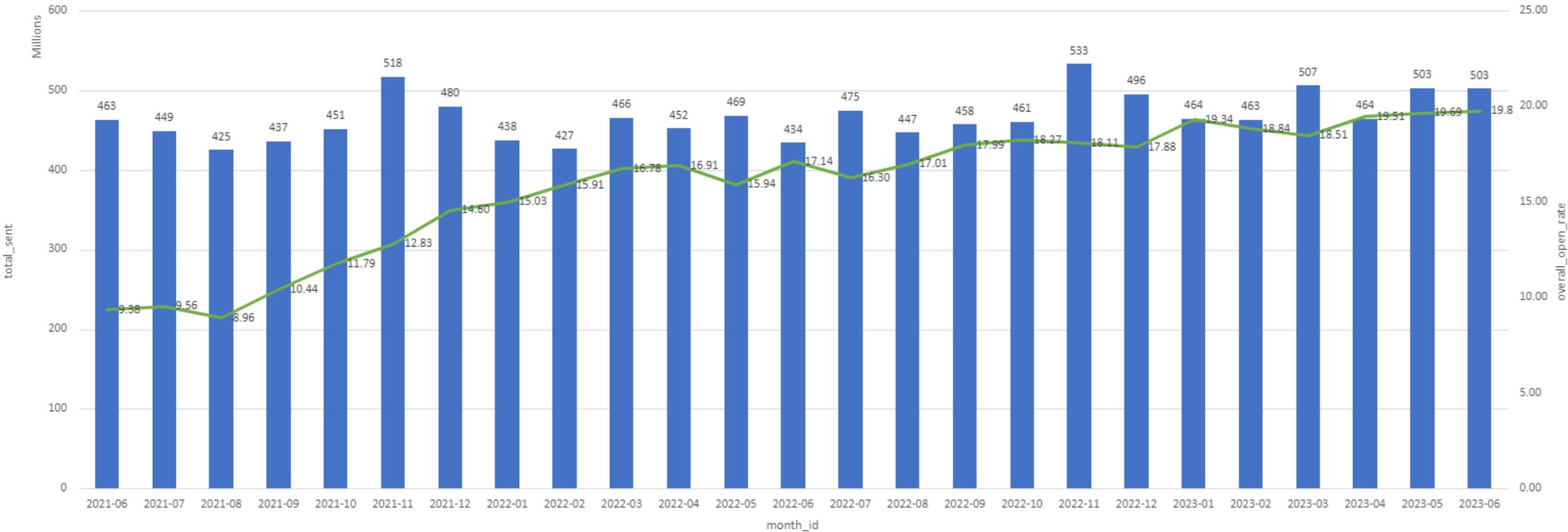


Did that actually help?



Did that actually help?

'total_sent', 'overall_open_rate' by 'month_id'





**REPORT SCAMMERS AND
SPAMMERS
THANK YOU FOR
WATCHING**

CONTACT

For additional questions, please email:

XXXX-chair@mailman.m3aawg.org