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ANTI-SPAM

Stopping Spam by Reputation

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About Mailshell

> **Anti-Spam SDK**
OEM customers embed the Mailshell Anti-Spam Engine into their products.
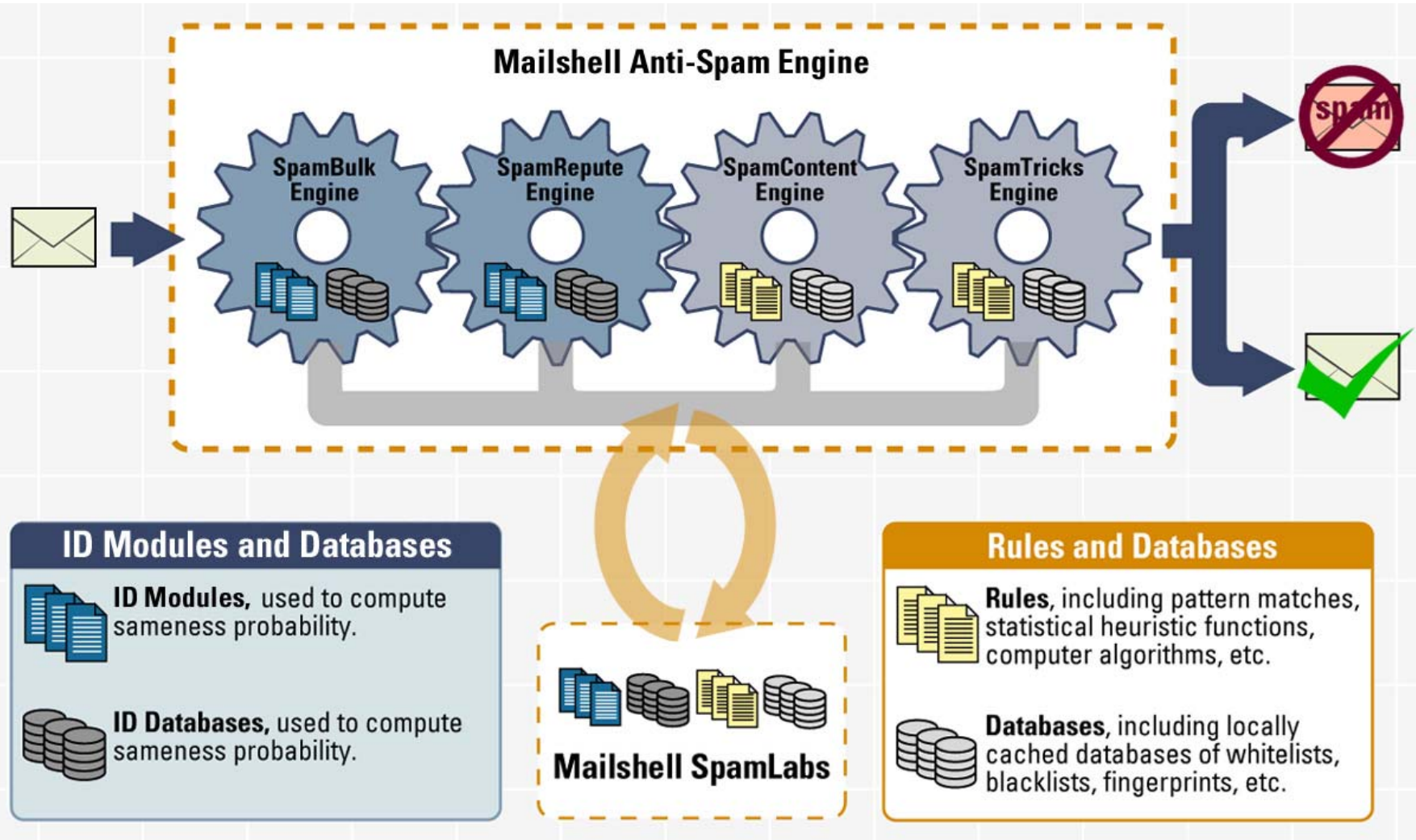

> **SpamCompiler Technology**
The only anti-spam engine with SpamCompiler to optimize, compile and execute more than a million filter checks in a fraction of a second.

> **Millions of Users**
'Powered by Mailshell' products are deployed by more than 4,000 companies and 10 million consumers worldwide.

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How We Stop Spam by Reputation

> **Reputation is the difference between # spam versus # legit. (SpamRepute Index)**

> **We track the reputation of attributes such as:**
> - Every IP address
> - Every domain
> - Every sender fingerprint
> - Every message fingerprint

> **We also track the reputation of related attributes such as:**
> - Country of origin of IP
> - Domain owner
> - Name server
> - Domain Registrar

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Data from Global Networks

> **The # spam and # legit data is derived from our global networks of:**

- Desktop, webmail, hosted ASP, and gateway users

- Spam/fraud detectors

- Global data centers

- Partners who share their data

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Mailshell SpamRepute Index

> **In practice, when we get a new message, we:**

1. Extract spam attributes from the message.

2. Compute the SpamRepute Index for each attribute.

3. Compute the overall SpamRepute Index for the message by combining the SpamRepute Index for each attribute.

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SpamRepute Impact on Spam Filtering

> **SpamRepute alone can catch over 90% of spam with fewer than 1 in a million false positives across all languages and countries.**

> **SpamRepute is the most effective weapon against 'phishing'.**

> **SpamRepute is working for millions of users now.**

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How to Improve

> **Email authentication and laws should be extended to cover rightful uses of IP addresses, domains, email addresses, and message content.**

> **We welcome more collaboration and sharing of reputation information.**

> **If you own an IP address, domain or send large volumes of legit mail, please help us keep your SpamRepute Index high!**

Thank You

http://www.mailshell.com