# impressionwise

# List Profile Report

Cleansing Summary

Datawise Cleansing Detail

Invalid
Traps
Moles
Quarantine
Key
Seed

Parked Site Intelligence

Managed SaaS Detail

Export Specifications

File Name:

770002-SalesMarketing_123810_alla

Report Date:

July 17, 2014

Now it is time to **Let the results speak for themselves!**

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List Name: 770002-SalesMarketing_123810_alla  *(120,359 - 0)*

## Cleansing Summary

| | Domain Count | Recipient Count |
|---|---|---|
| **Raw File.** Raw file counts with duplicate entries removed. | **53,256** | **120,359** *(100.0%)* |
| **Certified International.** International-based email address with no known reason to expect a delivery failure or harm to your reputation. | **3,834** | **8,546** *(7.1%)* |
| **Certified Domestic.** Domestic email address with no known reason to expect a delivery failure or harm to email senders online reputation | **28,868** | **66,093** *(54.9%)* |

*WARNING: The following threat categories contain email addresses should not be mailed to without expecting potentially significant delivery issues and possible damage to the sender's online reputation.*

| | Domain Count | Recipient Count |
|---|---|---|
| **Trap.** Purpose-built, Spam-trap, or Honeypot e-mail address, any e-mail messages sent to this address are immediately considered unsolicited. Email address has known association of having direct ownership or control over the resources involved with the reception of a message leading to its submission to one or more DNSBL sites. | **243** | **332** *(.3%)* |
| **Mole.** Collaborating, recipient submission-based or via automated, domain-level, anti-spam solution evidence with no current, direct ownership of resources involved with the acquisition and processing of this email leading to its submission to a DNSBL. Yet historical evidence firmly establishes a relationship to one or more DNSBL site's. | **1,775** | **3,356** *(2.8%)* |
| **Quarantine.** An email address in this category should be treated as non-mailable and on 3 month probation as history has shown a great propensity that these once active traps gone dormant may become reactivated during this period. Yet actively considered certified. | **4,075** | **7,788** *(6.5%)* |
| **Key.** Collection of complex pattern recognition and threat string algorithms designed to remove recipient-based, intra-domain recipients employed by that domain for use as spam traps. Also this category includes role account removal. A role account is an email address that is not associated with a specific person, but rather with an office, position, group or task. | **543** | **687** *(.6%)* |
| **Seed.** Specifically defined as a, third party oversight email address used for general monitoring of company and company's network resources used. Also this category includes, litigious address removal – removal of litigators and collaborative anti-spam activists historically known to purposely seed their email address(es) for the purpose of litigation. | **596** | **1,444** *(1.2%)* |
| **Parked Site Intelligence.** Collection of email addresses that after careful scoring and evaluation has been established to be least likely to be responsive or engage. | **472** | **864** *(.7%)* |
| **Network Protected.** Domains in which have employed an outsourced, managed spam SaaS (software as a service) used as a front-end, external firewall between your message and the domain of the email address. These domains and their recipients belonging to managed SMTP SaaS's known to be highly collaborative, notifying and forwarding evidence to other leading industry DNSBL sites in real-time. | **12,399** | **30,257** *(25.1%)* |
| **Invalid.** Defined as the inability to actually deliver an email message to intended recipients, receiving domain per RFC standards. | **622** | **992** *(.8%)* |

## Validation Methodology

**DNS Validation:**  Defined as the inability to actually deliver an email message to intended recipients, receiving domain per RFC standards at the time the data cleansing service was performed.

**Domain Origination:** Sourced from IANA's database of TLD extensions, proprietary views as provided by domain registrars and Regional Internet Registries (AfriNIC, APNIC, ARIN, LACNIC, RIPE). Assessment is based off the geographic location of the originating IP that the MX record to establish if domain is of domestic US or international origin. Supplemental confirmation utilizing corresponding RIR's SWIP and Rwhois data where possible.

**Blackhole Identification**: A blackhole e-mail address is an e-mail address which is valid (messages sent to it will not generate errors), but to which all messages sent are automatically deleted, and never stored or seen by a real person.

| Invalid Elements | Domain Count | Recipient Count |
|---|---|---|
| Failed Domain DNS Validation | 247 | 336 |
| Invalid DomainName | 0 | 0 |
| Invalid Recipient Address | 2 | 119 |
| No Domain MX Record Present | 308 | 458 |
| Non Responsive Domain MX | 0 | 0 |
| Non Responsive Domain MX | 62 | 72 |
| Null MX/ Domain Blackhole | 3 | 7 |

## Datawise Cleansing Detail

**DNSBL/ RBL:** DNS Blacklist or Real-time Block List. Service or public sites that issue IP-based block opinions/advisories based on domain, IP address to users of its service. DNSBLs are chiefly used to publish lists of addresses known to be involved in spam activities. This includes spam-trap or behavioral driven submission evidence.

**URIBL/ RHSBL:** Uniform Resource Identifier or Right-Hand Side Blacklist. It is similar to a RBL yet is content-based, and only it lists domain names found within the links and email sender rather than IP addresses.

## Threat Classification

**Trap.** Purpose-built, Spam-trap, or Honeypot e-mail address, any e-mail messages sent to this address are immediately considered unsolicited. Email address has known association of having direct ownership or control over the resources involved with the reception of a message leading to its submission to one or more DNSBL sites.

**Mole.** Collaborating, recipient submission-based or via automated, domain-level, anti-spam solution evidence with no current, direct ownership of resources involved with the acquisition and processing of this email leading to its submission to a DNSBL. Yet historical evidence firmly establishes a relationship to one or more DNSBL site's.

**Quarantine.** An email address in this category should be treated as non-mailable and on 3 month probation as history has shown a great propensity that these once active traps gone dormant may become reactivated during this period. Yet actively considered certified.

**Key.** Collection of complex pattern recognition and threat string algorithms designed to remove recipient-based, intra-domain recipients employed by that domain for use as spam traps. Also this category includes role account removal. A role account is an email address that is not associated with a specific person, but rather with an office, position, group or task.

**Seed.** Specifically defined as a, third party oversight email address used for general monitoring of company and company's network resources used. Also this category includes, litigious address removal – removal of litigators and collaborative anti-spam activists historically known to purposely seed their email address(es) for the purpose of litigation.

| DNE Elements | Active Domains (Quaran) | Active Recip (Quaran) |
|---|---|---|
| Trap | | |
| AB.SURBL.org URIBL | 0 (13) | 0 (18) |
| Abuse.ch Swiss Security Network | 0 | 0 |
| Abuseat.org (CBL) RBL | 0 (3) | 0 (7) |
| Abusix RBL | 3 (6) | 3 (15) |
| AHBL.org RBL | 0 (10) | 0 (22) |
| Backscatterer.org RBL | 0 | 0 |
| Barracuda RBL | 1 (11) | 1 (19) |
| BBFH RBL | 0 (5) | 0 (6) |
| BBQ RBL | 0 | 0 |
| BlakJak RBL | 1 (2) | 2 (4) |
| Burnt-Tech DNSBL | 0 | 0 |
| CanTV DNSBL | 0 | 0 |
| CASA RBL | 0 | 0 |
| Choon RBL | 0 | 0 |
| ClickBot DNE | 0 (4) | 0 (5) |
| Cloudmark Anti-Spam Network DNE | 0 | 0 |
| Cyberlogic DNSBL | 2 (1) | 2 (1) |
| Cymru Bogon DNSBL | 0 (15) | 0 (65) |
| Cyveillance Threat Intelligence Network | 1 | 4 |
| D. D. N. S. B. L. RBL | 0 | 0 |
| Day Old Bread-SupportIntelligence.com URIBL | 0 (7) | 0 (18) |
| DeadBeef RBL | 0 | 0 |
| DNSBL | 9 (257) | 13 (403) |

| DNE Elements | Active Domains (Quaran) | Active Recip (Quaran) |
|---|---|---|
| dnsbl.othello.ch DNSBL | 0 | 0 |
| DRBL | 0 | 0 |
| DSBL Quarantine | 0 (22) | 0 (33) |
| DSBL.org RBL | 0 | 0 |
| Dynamic Domain Name Spoofers Block List RBL | 0 | 0 |
| eBlockade.com RBL | 0 (1) | 0 (1) |
| EFnet RBL | 0 | 0 |
| Emailbasura DNSBL | 0 | 0 |
| Fail2Ban/ Blocklist.de Reporting Service RBL | 0 | 0 |
| FiveTenOther RBL | 0 | 0 |
| FusionZero RBL | 0 | 0 |
| General DNSBL Quarantine | 0 | 0 |
| General Quarantine | 0 (8) | 0 (10) |
| HostsControl DNSBL | 0 | 0 |
| Intercept DNS RBL | 0 | 0 |
| Internet Defence Systems RBL | 0 | 0 |
| Interserver DNSBL | 2 | 2 |
| Invaluement RBL | 0 (32) | 0 (37) |
| iX RBL | 0 | 0 |
| JIPPGs RBL Project | 0 | 0 |
| JP.SURBL.org URIBL  (user app net not incld) | 1 (209) | 1 (284) |
| Karmasphere RBL | 0 | 0 |
| Kempt.net RBL | 1 (1) | 1 (1) |
| KISA-RBL | 0 | 0 |
| Known Network Cable DNE | 0 | 0 |
| MailPolice.com RBL | 78 (108) | 89 (143) |
| MailSpike RBL | 2 (2) | 2 (3) |
| MainSleaze SpamBouncer RBL | 0 | 0 |
| Mobile Device FTC DNE | 0 | 0 |
| MXRate RBL | 0 | 0 |
| NiX Spam DNSBL | 0 | 0 |
| NJABL.org RBL | 0 (2) | 0 (7) |
| No-More-Funn RBL | 0 (3) | 0 (3) |
| NoSolicitado.org | 21 (42) | 31 (55) |
| NSZones URIBL | 0 (24) | 0 (32) |
| Nukesapm.org RBL | 0 | 0 |
| ORBITrbl RBL | 0 (10) | 0 (23) |
| Passive Spam Block List | 0 | 0 |

| DNE Elements | Active Domains (Quaran) | Active Recip (Quaran) |
|---|---|---|
| Pedantic RBL | 0 | 0 |
| Polar Communictions RBL | 1 | 1 |
| PowerWeb DNSBL | 0 | 0 |
| Project Honey Pot (http:BL) RBL | 19 (21) | 24 (35) |
| Redhawk RBL | 0 | 0 |
| RFC-Ignorant RBL | 0 (20) | 0 (34) |
| Rhyolite-DCC Checksum DNSBL | 9 (265) | 14 (372) |
| Shlink URI-RBL | 0 | 0 |
| Solid Clues RBL | 0 (27) | 0 (57) |
| SORBS.net-BBFH.org RBL | 0 (121) | 0 (190) |
| South Korean Network RBL | 0 | 0 |
| Spamblock DNSBL | 0 | 0 |
| Spambulance RBL | 0 | 0 |
| SpamCannibal RBL | 0 (20) | 0 (29) |
| SpamChampuru DNSBL | 0 | 0 |
| SpamCop RBL | 2 (127) | 9 (239) |
| SpamEatingMonkey.net RBL | 16 (56) | 26 (129) |
| Spamgrouper.com | 0 | 0 |
| Spamhaus Contributing Partners | 0 | 0 |
| Spamhaus DBL URI-RBL | 0 | 0 |
| SpamHaus RBL | 7 (14) | 9 (77) |
| SpamLab RBL | 5 (2007) | 6 (4328) |
| SpamRats.com RBL | 1 (1) | 1 (1) |
| SpamStinks Anti-Spam | 0 | 0 |
| SURBL.org URI-RBL | 36 (4) | 62 (4) |
| SWINOG RBL | 0 | 0 |
| Technovision Spamsource RBL | 0 | 0 |
| Tiopan Consulting RBL | 0 | 0 |
| Toasted Spam | 0 | 0 |
| TornevallNET DNSBL | 0 | 0 |
| TRBL DNSBL | 0 | 0 |
| TRIUMF.ca DNSBL | 0 | 0 |
| UCE Protect RBL | 0 (7) | 0 (13) |
| Unsubscribe Blacklist (UBL) RBL | 0 | 0 |
| URIBL.org URI-RBL | 23 (86) | 26 (121) |
| Webequipped DNSBL | 0 | 0 |
| WPBL (Weighted Private Block List) RBL | 0 | 0 |
| WS.SURBL.org URIBL | 2 | 3 |

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| DNE Elements | Active Domains (Quaran) | Active Recip (Quaran) |
|---|---|---|
| ZapBL DNSBL | 0 | 0 |
| Zenon.net RBL | 0 | 0 |
| ZoneEdit combined DNSBL | 0 (40) | 0 (49) |
| Mole | | |
| Abuse.ro URIBL | 0 | 0 |
| Barracuda Contributing Network | 683 (59) | 1,601 (94) |
| Clean-MX Anti-Spam Mole Network RBL | 0 | 0 |
| Cloudmark Contributing Network | 1 | 2 |
| Commtouch Anti-Spam Network DNE | 29 (24) | 37 (26) |
| DCC-Rhyolite Contributing Network | 0 | 0 |
| General Spamtrap Contributing Network | 0 | 0 |
| Hostkarma Contributing Network | 0 | 0 |
| HostKarma RBL | 30 (5) | 47 (6) |
| Invalument Contributing Network | 5 (12) | 5 (56) |
| MailPolice Contributing Network | 0 | 0 |
| MaySoft SpamSentinel Anti-Spam Network DNE | 0 | 0 |
| NJABL.org Network Mole | 14 (23) | 25 (44) |
| NSZones URIBL | 6 (8) | 8 (19) |
| OB.SURBL.org Anti-Spam Network DNE | 0 | 0 |
| Othello.ch DNSBL | 29 (79) | 55 (250) |
| Redcondor Anti-Spam Network DNE | 476 (43) | 795 (54) |
| ReturnPath Contributing Network | 0 | 0 |
| SORBS Contributing Network | 0 | 0 |
| Spamcop Contributing Network | 146 (3) | 185 (6) |
| SpamCop Network Mole | 0 (3) | 0 (6) |
| Spamhaus DBL (URI-based) Network Moles | 25 (64) | 56 (88) |
| SpamHaus Network Mole | 0 | 0 |
| Spamstophere/ Spamanalyzer.com | 76 (4) | 103 (14) |
| SURBL Contributing Network | 0 (5) | 0 (7) |
| SURBL JP (jwSpamSpy + Prolocation) | 5 | 8 |
| SURBL OB (Outblaze) | 0 | 0 |
| SURBL PH (Phishing/ Malware Site) | 0 | 0 |
| SURBL SC (SpamCop/Spamvertised Site) | 0 | 0 |
| SURBL WS (Bill Stearns' SpamAssassin) | 2 (6) | 4 (8) |
| SWINOG (Swiss/URI-based)  Network Moles | 11 (61) | 14 (134) |
| TrendMicro Contributing Network | 0 | 0 |
| TrendMicro-MAPS DNSBL | 222 (35) | 394 (54) |
| UCE Protect Network Mole | 14 (27) | 15 (29) |

| DNE Elements | Active Domains (Quaran) | Active Recip (Quaran) |
|---|---|---|
| UCEProtect Contributing Network | 0 | 0 |
| URIBL Contributing Network Moles | 1 | 2 |
| Websense Anti-Spam Network DNE | 0 | 0 |
| Key | | |
| Heuristic DomainKey | 253 | 394 |
| Heuristic RecipientKey | 93 | 94 |
| Heuristic RecipientKey Complex Pattern | 0 | 0 |
| Heuristic RecipientKey Numeric Complex Pattern | 0 | 0 |
| Heuristic RecipientKey Pattern | 33 | 35 |
| Non-Individual, Group or Role Account | 125 | 125 |
| Offensive KeyWord | 39 | 39 |
| Seed | | |
| General Monitoring Seed | 0 | 0 |
| Habitual Domain Protestors | 590 | 1,432 |
| Habitual Recipient Protestors | 3 | 3 |
| LashBack Seed | 1 | 1 |
| Litigious/ Anti-Spam Activist Seed | 1 | 1 |
| Phish Labs Cybercrime Intelliegence | 0 | 0 |
| Returnpath.net-Sendercore Seed | 1 | 7 |

## Parked Site Intelligence

### Overview

Defined as the registration of an domain name without using it for services such as e-mail or a website i.e. you would never receive a response to any emails sent to this domain.

ParkProtect gives you the leverage of avoiding sending email traffic to millions of unused and parked website domains. Since parked domains have previously not been configured for email, any recipient is by definition, invalid and being spammed. This creates an instant, rich, and magnanimous source of pristine spam trap data. The information contained from messages sent to these sites has shown a great propensity to be utilized by anti-spam solution providers and other RBL networks as essentially the world's largest global and organic honeypot spam trap network.

Sender's also have the added value of higher engagement by suppressing these sites from your mailing list, as the email addresses associated with these sites has been established to be unlikely to be responsive or engage.

| Identified Elements | Domain Count | Recipient Count |
| --- | --- | --- |
| Domain Actively Advertised For Sale/CyberSquating | 5 | 10 |
| Domain Pending Renewal or Deletion | 44 | 211 |
| Domain Suspended or Expired | 28 | 35 |
| Parked Domain | 142 | 170 |
| Parked Site | 253 | 438 |

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## Managed SMTP Filtering/ Network Protected Domain Classification

### Definition

Typically this outsourced managed spam and virus security SaaS (software as a service) used as a perimeter or front-end external firewall between you and the domain of the email address.  This service uses extensive anti spam filters and sophisticated virus scanning algorithms to stop spam and viruses before they if the email is to be forwarded along to actual intended domain as reflected within the email address.

Network Protected Domains, and the recipients belonging to, do not fall under the quaratined element classification as described in previous section and are considered to be deliverable.  However the managed SMTP SaaS's are known to be highly collaborative, checking and notifying other leading industry DNSBL sites in real-time while protecting the client domain. This section is designed to provide notice as to which domains are being managed by a third party.[1]

| Domain-SaaS | NPD Code | Active Domains (Quaran) | Active Recip (Quaran) |
|---|---|---|---|
| AppRiver | 010 | 1,537 | 2,569 |
| Barracuda | 011 | 1,365 | 2,420 |
| Blocklist.de Reporting Service | 039 | 3 | 4 |
| CatchAll | 027 | 0 | 0 |
| CloudMark | 029 | 2 | 8 |
| CommTouch | 028 | 0 | 0 |
| Google/Postini-McAfeeASAP.com | 012 | 2,237 | 5,871 |
| Government; .gov, .mil, .edu, .us | 030 | 1,087 | 3,009 |
| Invalument | 022 | 0 | 0 |
| Ironport | 013 | 99 | 293 |
| Kundenserver | 035 | 0 | 0 |
| Microsoft Frontbridge | 038 | 0 | 0 |
| Microsoft Message Security (bigfish,frontbridge) | 037 | 402 | 1,097 |
| NAI-McAfee | 014 | 3,077 | 5,467 |
| Outblaze | 015 | 0 | 0 |
| ProofPoint Threat Intelligence (SORBS parent) | 036 | 660 | 3,208 |
| RBLSMTPD | 026 | 0 | 0 |
| Securence | 016 | 327 | 642 |
| Symantec-BrightMail | 017 | 8 | 25 |
| Symantec-MessageLabs | 018 | 1,593 | 5,641 |
| SymantecMail | 019 | 2 | 3 |
| Trend Micro | 034 | 0 | 0 |
| ZeroSpam.ca | 025 | 0 | 0 |

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## Data Export Specifications

Manifest of deliverables contained within compressed file named:

Example: **770002-SalesMarketing_123810_alla.zip**

The following export files contain the full row of fields initially provided in comma-delimited or CSV files unless noted otherwise:

| Export File Name | Export Count |
|---|---|
| **770002-SalesMarketing_123810_alla-CERTDOM.txt** | **66,093** |
| **770002-SalesMarketing_123810_alla-CERTINT.txt** | **8,546** |
| **770002-SalesMarketing_123810_alla-FullRow.txt** | **66,093** |

*WARNING: The following categories contain email addresses should not be mailed to without expecting potentially significant delivery issues and possible damage to the sender's online reputation.*

| Export File Name | Export Count |
|---|---|
| **770002-SalesMarketing_123810_alla-DNE.txt** | **15,463** |

Note: This Do Not Email, or Bad, all-in-one file is designed for usage as a suppression file containing all file exports except CertDom, CertInt and NetProtect.txt

Also contained within the /DNEDetail folder contains the following individual exports, designed for custom usage.

| Export File Name | Export Count |
|---|---|
| **770002-SalesMarketing_123810_alla-INVALID.txt** | **992** |
| **770002-SalesMarketing_123810_alla-KEY.txt** | **687** |
| **770002-SalesMarketing_123810_alla-MOLE.txt** | **3,356** |
| **770002-SalesMarketing_123810_alla-NETPROTECT.txt** | **30,257** |
| **770002-SalesMarketing_123810_alla-PARKED.txt** | **864** |
| **770002-SalesMarketing_123810_alla-QUARANTINE.txt** | **7,788** |
| **770002-SalesMarketing_123810_alla-SEED.txt** | **1,444** |
| **770002-SalesMarketing_123810_alla-TRAP.txt** | **332** |

Note: This specific export appends to the full row of fields initially provided an additional field named NPD code.

If you opted for the optional single export with result descriptions contained therein, please see below. files contain the full row of fields initially provided plus an appended result code or optional result and NPD field(s) in a comma-delimited file:

| Export File Name | Export Count |
|---|---|
| **770002-SalesMarketing_123810_alla-COMBINED.txt** | **120,359** |

Note: The additional field named NPD code is optional and included only upon request before cleansing.