

# False Positives: the problem -- and the opportunity

TRUSTe  
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## False Positives

The travel itinerary you didn't get  
The newsletter with the Football spread  
The invitation your friend didn't get

- All a result of spam filters and blocking 15% of *expected* and generally *wanted email* is not delivered - deleted, bulked, or rejected
- Reduced economic viability of email marketing
- Reduced TRUST in the medium

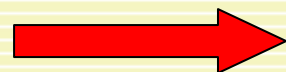
## The Cost of False Positives

### \$\$ Return Without False Positives:

- Number of messages sent:  
*20 million*
- All delivered
  - *Without false positives*
- Click through rate:
  - *3%*
- Return per click:
  - *20 cents*
- **Total Return: \$120,000**

### With False Positives:

- Messages sent:  
*20 million*
- FALSE POSITIVE RATE:
  - *15% (Only 85% delivered)*
- Click through rate:
  - *3%*
- Return per click:
  - *20 cents*
- **Total Return: \$102,000**



**\$18,000 lost opportunity**

# Solution: Elevate Responsible eMail

## 1. Technology:

- Identify and get data on senders
- Monitor and track

## 2. Policy and 3rd Party Independent Trust Authority

## 3. Economic incentives

- Improved deliverability and return

**SenderBase™**  
Powered by IRONPORT

The Leading Email Reputation Service

Search:  Search

Enter domain, network owner, IP address or CIDR range

> help > contact us > subscribe

Home Domains IP's

### Report on domain: ebay.com

	Magnitude	Vol. Change vs. 30 Day
Last day	7.4	-5%
Last 30 days	7.4	

Sender Category	Retail (Specialty Non-Apparel)
Date of first message seen from this domain	2003-04-01

Third-party Certification

reviewed by

TRUSTe Privacy Seal?

Network Owner:	eBay, Inc. (EBAY-DOM) 2005 E. Hamilton Ave., Ste. 350 2125 Hamilton Ave San Jose, CA 95125 US
Registered on:	04-Aug-1995.
Updated on:	unknown
Expires on:	03-Aug-2010.

Google groups	<a href="http://groups.google.com/groups?scoring=d&amp;q=ebay.com+group:*abuse*">http://groups.google.com/groups?scoring=d&amp;q=ebay.com+group:*abuse*</a>
OpenRBL	<a href="http://openrbl.org/lookup?=ebay.com">http://openrbl.org/lookup?=ebay.com</a>

Showing 1 - 4 out of 4	
Network Owner	Monthly Magnitude
<a href="#">eBay, Inc</a>	7.4
<a href="#">Level 3 Communications, Inc.</a>	4.7
<a href="#">Exodus Communications (Exodus Legacy Santa Clara)</a>	3.4

## TRUSTe's Role

# Independent Email Trust Authority

- **A self-regulatory body to recognize legitimate email and reduce false positives:**
  - Technology guided by Policy
  - Self-regulation more effective than legislative solutions
  - Consumers need 3<sup>rd</sup> party for trust and validation
  - Senders' acceptance
- **A credible third party charged with certifying, monitoring, and "tagging" legitimate email for recognition by internet service providers.**
  - Works with a variety of Legitimate Sender programs or registries
- ***TRUSTe acts at the IETA for Bonded Sender, a program developed by IronPort Systems***

# Bonded Sender

## A New Service to Identify Legitimate Email for Enhanced Deliverability

- ***A cheat sheet of good guys in email:***  
All participating Senders are **certified** to a standardized set of practices in email developed and monitored by TRUSTe
- ***Consumers are the ultimate arbiters of 'what is spam':***  
Program monitors the **complaint rate** of participants and provides penalties for Senders that exceed thresholds
- ***Senders are accountable:***  
Participating Senders pledge to maintain the good will of Consumers, and **post a bond** that will be **debited** for excessive consumer complaints
- ***Benefits:***
  - **Improves Deliverability and Return**
    - Dramatically improving the ROI - one campaign can recapture the cost of the program
  - **Improves Trust and the viability of the medium**
    - Consumers get the email they expect and want

## Cost Comparison

Spammers could never afford **Bonded Sender**

### Spammer

Message volume:

20 million messages/month

Complaint Rate

100 Complaints/million = (2,000 / month)

Monthly cost:

20 X 100 = 2,000 complaints

Less 20 “free” complaints

1,980 x \$20 = **\$ 39,600 / month**

### Legitimate Sender

Message volume:

20 million messages/month

Complaint Rate

0.5 Complaints/million = (10 / month)

Monthly cost:

20 X .5 = 10 complaints

Less 20 “free” complaints

0 x \$20 = **\$ 0.00 / month**

## Complaint Rates: Bonded Senders vs. Spammers

Organization	Category	Complaints/million
hardcorexbabes.com	Porn spam	131.1
Gestor da Int. Brazil	Brazilian NSP	57.4
AT&T Broadband	US NSP	25.3
<b>Average for Internet</b>	<b>All</b>	<b>12.4</b>
“no name”	Email Marketer	<b>8.4</b>
Doubleclick	ESP	<b>1.2</b>
Amazon.com	eCommerce	<b>0.6</b>
<b>Average Bonded Senders</b>	<b>All</b>	<b>0.4</b>
CNN.com	News	<b>0.2</b>
CNET.com	News	<b>0.2</b>
eBay.com	eCommerce	<b>0.1</b>

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