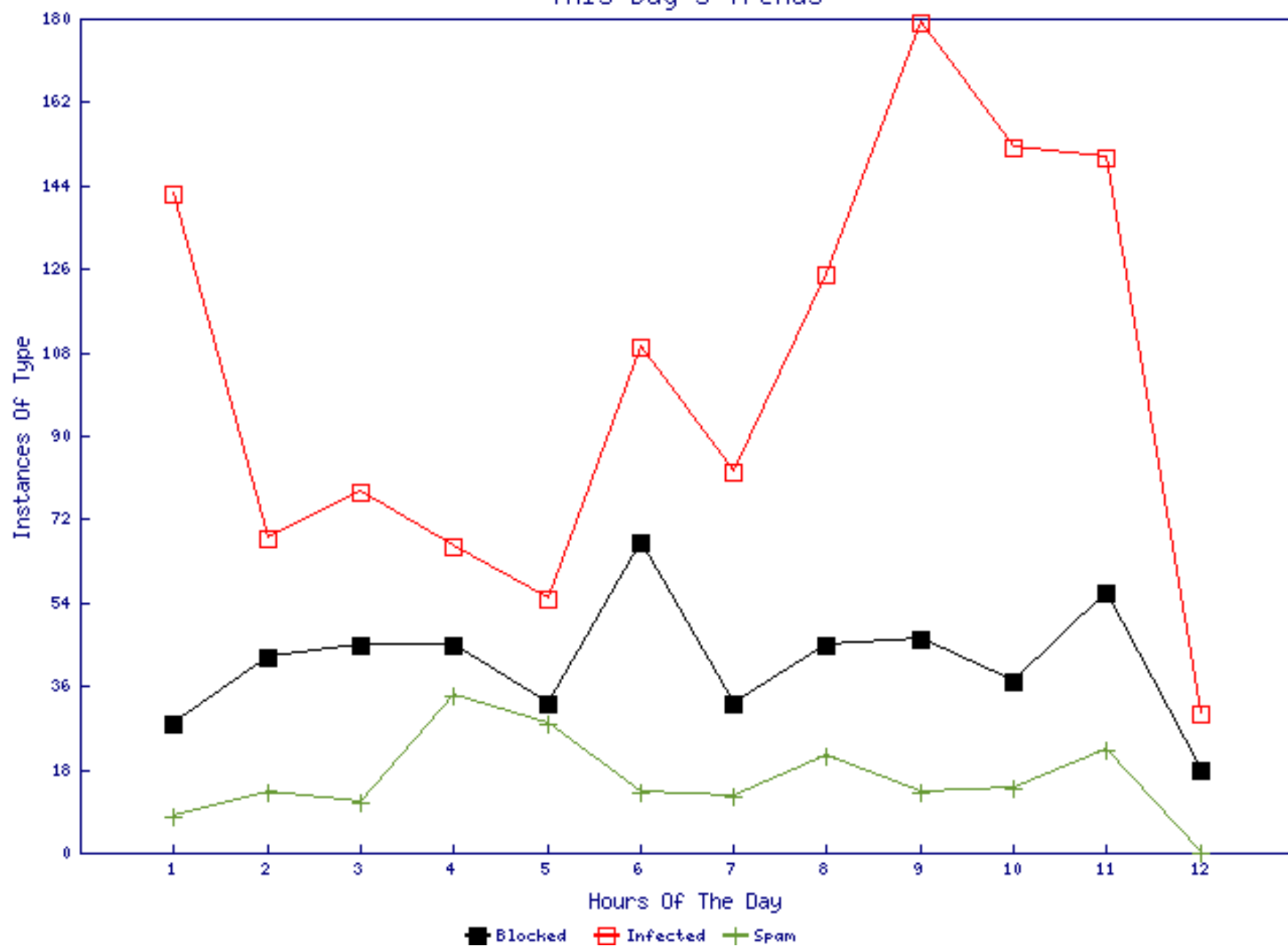
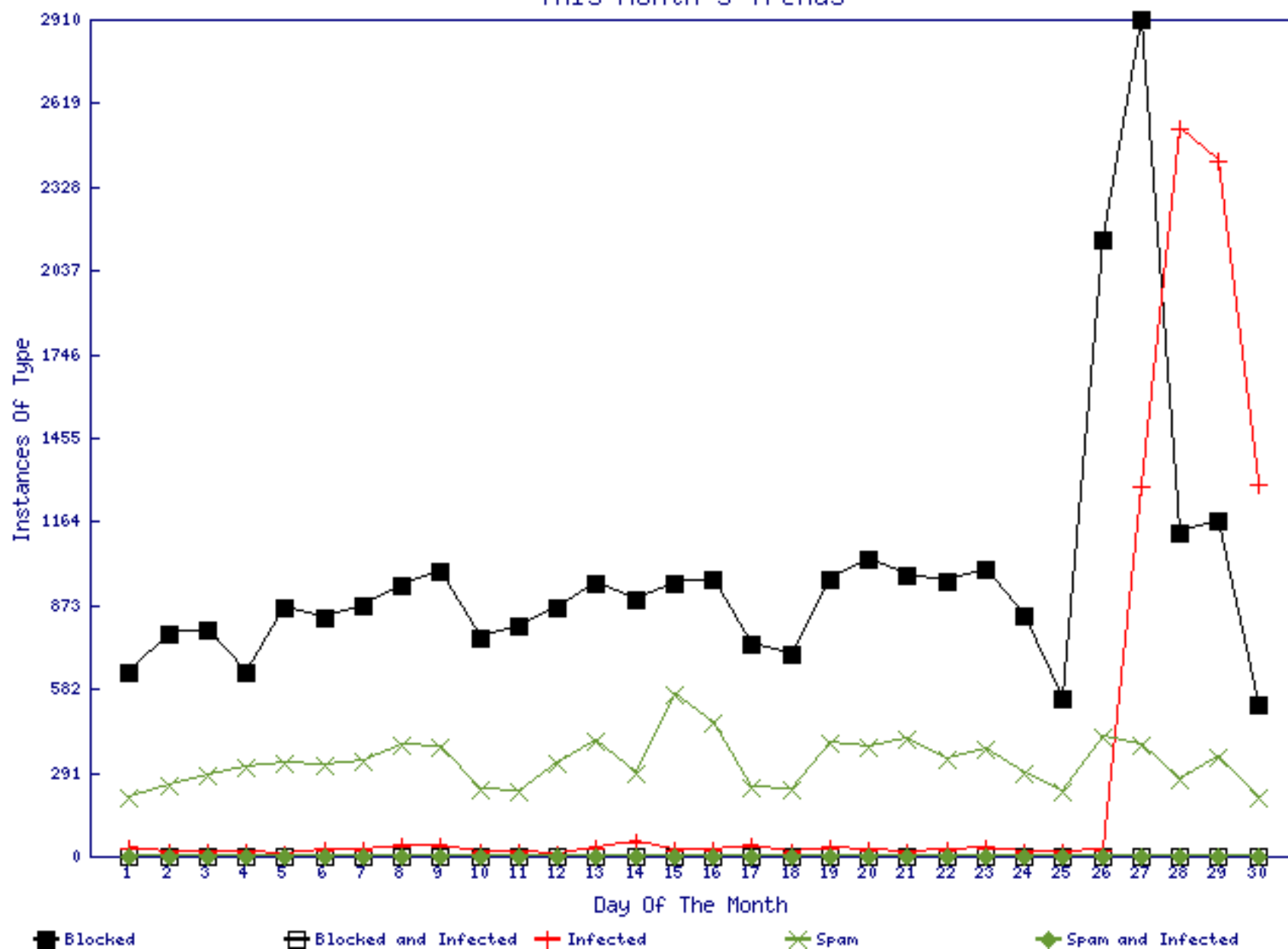


This Day's Trends



This Month's Trends





The CAN SPAM Act of 2003



What to look for:

What consumers can expect from legitimate e-mail marketing

The "From" line accurately and clearly reflects the sender or initiator of the e-mail.

The "Subject" line makes it clear that the e-mail is a commercial advertisement.

Message content is consistent with the text in the "Subject" line.

From:

To:

Subject:

Message:

Post Holiday 50% Off Sale!!

Good Retailer would like to take this opportunity to inform you of our Post Holiday 50% Off Sale! You can save 50% on any and all items in stock! Visit goodretailer.com for more information.



Men's apparel 50% Off!



Accessories 50% Off!



Women's apparel 50% Off!

To contact Good Retailer, please write to:
Good Retailer
 5555 Real Street
 Real City, Real State 55555

If you received this message in error or do not wish to receive any more e-mail from us, please send a reply message with "REMOVE" in the subject line to: remove@goodretailer.com

Message includes the sender's valid postal address as a means for the recipient to contact the sender. The DMA requires an actual street address.

Message includes a working return e-mail address as a way for the consumer to decline to receive further commercial e-mail from the sender. A working link or other electronic way for consumers to request removal is also acceptable.

What to look OUT for

On the other hand, what consumers get from illegal spam

The "From" line is ambiguous, does not clearly identify the sender of the e-mail and is most likely not a valid return e-mail address.

The "Subject" line is misleading and does not make it clear that the e-mail is a commercial advertisement.

Message text is not consistent with the "Subject" line of the message.

From:

To:

Subject:

Message:

Get a free insurance quote now!

Our records show that you are in need of better insurance coverage. Click [here](#) to get a free quote now!

Call us now at 1-555-Insured

Message does not provide a valid postal address as a way for the recipient to contact the sender.

Message does not provide any way for the recipient to decline to receive further commercial e-mail from the sender.



REPORT ILLEGAL SPAM:

Federal Trade Commission: uce@ftc.gov
 State Attorneys General: http://www.naag.org/ag/full_ag_table.php
 U.S. Department of Justice: <http://www.usdoj.gov/spam.htm>
 Food and Drug Administration (medical fraud spam): webcomplaints@ora.fda.gov

Mail From: Tat2Sue <tat2sue@direcway.com>

File Edit View Actions Tools Accounts Window Help

From: Tat2Sue <tat2sue@direcway.com>

CC:

To: abuse@telus.net; Federal Trade Commision; zzConsumer Affairs

Subject: One of your users is sending SPAM. Take appropriate measures please

Message: One of your users is sending SPAM. Take appropriate measures please

=====
Return-path: <vduvjqv71w@staffordnet.com>
Return-path: <vduvjqv71w@staffordnet.com>
Received: from a34-mta02.direcway.com (a34-mta02 [66.82.4.91])
by mail02.direcway.com
(iPlanet Messaging Server 5.2 HotFix 1.12 (built Feb 13 2003))
with ESMTP id <0HRN004SAMw9Z7@mail02.direcway.com> for
tat2sue@ims-ms-daemon;
Sat, 17 Jan 2004 17:09:45 -0500 (EST)
Received: from a34-corems07.direcpc.com (a34-corems07.direcpc.com
[66.82.4.87])
by a34-mta02.direcway.com
(iPlanet Messaging Server 5.2 HotFix 1.12 (built Feb 13 2003))
with SMTP id <0HRN00F5AMw9T1@a34-mta02.direcway.com> for
tat2sue@direcway.com
[ORCPT tat2sue@direcway.com]; Sat, 17 Jan 2004 17:09:45 -0500 (EST)
Received: from d66-183-124-103.bchsia.telus.net
[mail.ezdropship.com [66.183.124.103]] by a34-corems07.direcpc.com with
SMTP
(MailShield v2.04 - LINUX Jul 17 2001 16:58:31); Sat,
17 Jan 2004 17:00:28 -0500
Received: from [110.155.184.156] by d66-183-124-103.bchsia.telus.net id
72ADf3VTl90t for <tat2sue@direcway.com>; Sat, 17 Jan 2004 19:03:50 -0300
Date: Sat, 17 Jan 2004 19:03:50 -0300
From: Stacey Fisher <vduvjqv71w@staffordnet.com>
Subject: Extra Cas.h for you! kljrlxcohryvav x c
To: tat2sue@direcway.com
Reply-to: Stacey Fisher <vduvjqv71w@staffordnet.com>
Message-id: <1t-\$e54ll1-0\$5\$w-ari-dq-8-5q@3fpive.mpn.vvo>
MIME-version: 1.0
X-Mailer: Microsoft Outlook Express 5.00.2919.6700
Content-type: multipart/alternative; boundary=_DE3.A565.
X-Priority: 1
X-SMTP-HELD: d66-183-124-103.bchsia.telus.net
X-SMTP-MAIL-FROM: vduvjqv71w@staffordnet.com
X-SMTP-RCPT-TO: tat2sue@direcway.com
X-SMTP-PEER-INFO: mail.ezdropship.com [66.183.124.103]
Original-recipient: rfc822:tat2sue@direcway.com

--_DE3.A565.



Close



Reply



Forward



Delete

Spam-o-meter

	14 Dec 03	11 Jan 04	25 Jan 04
	Pre-CAN- SPAM	Post CAN- SPAM	Post CAN- SPAM
Total e-mail received	228	174	188
Total "spam"	169	103	118
Change from Dec. 14		-40%	-31%
% "spam"	74%	59%	63%

