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Email Threat Analysis Report

Reputation Threats	Description	#	%
REPUTATION THREATS		6,603	4.70%
Intl Spam Advisory Domains	Emails that are members of a Spam Advisory organization	6	0.00%
Spam Advisory Domains	Emails that are members of a Spam Advisory organization	0	0.00%
DMA EMPS	Emails on the DMA "Do Not Mail" list	448	0.30%
SMS Domains	FCC monitored telco properties enforced by heavy fines	6	0.00%
Legal Traps	Emails associated with litigators known to entrap mailers	14	0.00%
Intl Malicious Moles	Emails that report campaign statistics to RBLs	10	0.00%
Malicious Moles	Emails that report campaign statistics to RBLs	268	0.20%

Intl Blocklisted Emails	Emails utilized to identify spam	0	0.00%
Blocklisted Emails	Emails utilized to identify spam	1,929	1.40%
Seeded Trackers	Addresses used in marketing campaigns to track delivery rates	7	0.00%
Intl Blocklisted Domains	Organizations, associations or networks that report spam	163	0.10%
Blocklisted Domains	Organizations, associations or networks that report spam	56	0.00%
Machine Learning Traps	Emails that have the same pattern or signature strain as verified traps	2,424	0.90%
Recycled Bounces	Historically dead emails that are reactivated as traps	1,272	0.90%
FRAUD THREAT		1,646	1.20%
Shadow Domains	Emails from domains that are shared for bot invasions	6	0.00%
Phishers	Emails associated with phishing scams	164	0.10%
Intl Numeric Usernames	Usernames consisting of only numbers	139	0.10%
Numeric Usernames	Usernames consisting of only numbers	30	0.00%
Forward Folders	Emails forwarded beyond the intended inbox	7	0.00%
Intl Bots	Fraudulent activity associated in forms, blogs, impressions or clicks	0	0.00%
Bots	Fraudulent activity associated in forms, blogs, impressions or clicks	0	0.00%
Spammer Emails	Emails identified in content spamming	266	0.20%

Intl Scammers	Emails associated with online scams	0	0.00%
Scammers	Emails associated with online scams	1	0.00%
Bogus Usernames	Email is statistically improbable	1,033	0.70%
DELIVERY THREATS		747	0.50%
Improper RFC Rules	Invalid format via RFC rules governing global address formats	299	0.20%
Duplicates	Identical addresses within the file	29	0.00%
Invalid gTLD	Invalid generic top level domain	41	0.00%
Intl Improper Domain Rules	Email does not follow the specific rules implemented by its domain	0	0.00%
Improper Domain Rules	Email does not follow the specific rules implemented by its domain	41	0.00%
Temporary Disposable Emails	Emails associated with temporary, throwaway, disposable services	337	0.20%
CONVERSION THREATS		5,267	3.80%
Zombies	Emails from deceased individuals	39	0.00%
Intl Education	Addresses associated with an elementary, high school or university	74	0.10%
Education	Addresses associated with an elementary, high school or university	883	0.60%
Military	Addresses operated exclusively by the United States military	13	0.00%
Civics	Addresses belonging to appointed local, state and federal officials	12	0.00%

Role Accounts	Email name is a group, position, or task not a person or individual	426	0.30%
Intl Complainer Emails	People who habitually report commercial email as spam	0	0.00%
Screamer Emails	People who are virulent protesters of commercial email	533	0.40%
Complainer Emails	People who habitually report commercial email as spam	187	0.10%
Intl Complainer Domains	Domains that habitually complain about receiving commercial email	0	0.00%
Complainer Domains	Domains that habitually complain about receiving commercial email	8	0.00%
Profanity Usernames	Addresses containing obscene language	1	0.00%
Intl Highly Exposed Emails	Addresses discovered in harvested, pirated, and stolen locations	169	0.10%
Highly Exposed Emails	Addresses discovered in harvested, pirated, and stolen locations	2,922	2.10%
BETA THREATS		0	0.00%
	Corrections:	394	0.30%
	Initial Records:	140,264	100.00%
	Threats:	-14,263	10.20%
	Verification (I)nvalid:	-3,428	2.40%
	Verification (U)nknown:	-18,348	13.10%
	Good-To-Go:	104,225	74.30%

Verification Intelligence Report

Report	Description	#	%
VERIFICATION			
Invalid	Denotes a record that is Invalid	3,428	2.40%
Unknown	Denotes a record that can not be determined	18,348	13.10%
Valid	Denotes a record that is Valid	104,225	74.30%

Email Enhancement Intelligence Report

Report	Description	#	%
EMAIL ENHANCEMENT			
Email Alternative	A benchmark indicating the # of better emails that could be added	4,585	25.90%

Social Media Intelligence Report

Report	Description	#	%
SOCIAL MEDIA AUTHENTICATION			
Benchmark Scan	A benchmark indicating the # of emails connected to social media	8,816	6.30%

Domain Intelligence Report

Report	Description	#	%
TOP 10 DOMAINS			
1	gmail.com	61,041	43.50%
2	yahoo.com	12,491	8.90%
3	hotmail.com	11,014	7.90%
4	aol.com	5,025	3.60%
5	mac.com	2,386	1.70%
6	me.com	2,378	1.70%
7	icloud.com	1,261	0.90%
8	sbcglobal.net	1,135	0.80%
9	msn.com	1,066	0.80%
10	comcast.net	1,016	0.70%
DOMAIN DISTRIBUTION			
Top 50 Domains	Percentage of the top 50 domains represented within the file	106,587	76.00%
Unique Domains	# of unique domains within the file	21,146	100.00%
HMA 2025 - CONFIDENTIAL AND PROPRIETARY			
<p>If you have received a consolidated version of reporting it is due to the low number of records processed and identified within a set of filters. Due to contractual obligations with our data providers, we are unable to provide individual filter level reporting. The insert file has not changed and your service is still of the highest quality in the Industry.</p>			

Category Definition

Reputation	<p>An extreme threat level, the Reputation category contains the most hazardous and risky of filters. These filters include SMS Domains, Legal Traps, Blacklisting Emails, and DMA EMPS among others. Email addresses that are identified by a filter within the Reputation category have the highest probability of causing harm to the email marketer's reputation, resources, performance, and brand. As the Category name suggests these filters affect the reputation of the brand and the email marketer's resources directly impacting performance.</p>
Fraud	<p>An extreme to high threat level, the Fraud category contains the second most hazardous and risky filters. These filters include Bots, Scammers, and Bogus Users among others. Email addresses that are identified by a filter within the Fraud category have a high probability of causing harm to the email marketer's reputation and brand.</p>
Delivery	<p>A high threat level, the Delivery category contains the third most hazardous and risky filters. These filters include Improper RFC Rules, Disposable Domains, Duplicates and Corrections among others. Email addresses that are identified by a filter within the Delivery category have a moderately high probability of causing harm to the email marketer's resources. As the Category name suggests these filters affect the delivery or inboxing of a campaign.</p>
Conversion	<p>A moderate threat level, the Conversion category contains the fourth most hazardous and risky filters. These filters include Role Accounts, Profanity Usernames, and Complainers. Email addresses that are identified by a filter within the Conversion category have a moderate probability of causing harm to the email marketer's performance. As the Category name suggests these filters affect the conversion or performance of a campaign.</p>
Beta	<p>A moderate to low threat level, the Beta category contains the least hazardous and risky filters. These filters include Dark Traps, Soft Bounces, and your provided suppression lists. Email addresses that are identified by a filter within the Beta category have an unknown probability of causing harm to the email marketer's performance. As the Category name suggests these filters are in beta testing.</p>

Appending Column Definitions

Duplicate	Contains a "1" when the email address is a duplicate of another within the dataset.
Corrected Do Not Mail	Used when the Corrections filter makes a suggested correction for the customer to evaluate. The originally submitted email address that HMA believes to be incorrect goes into this column.
Email Flag	The results flag (R,F,D,C,B,G,V,U,I,S) reflecting the work of the filters to denote the threat that the record possesses. For hygiene services these flags correspond directly with the section categories 'Reputation', 'Fraud', 'Delivery', 'Conversion', 'Beta' and in the case of verification the results will correspond with the "Valid", 'Invalid', and 'Unknown' lines items found in the excel report '_report.xls'
First Seen Activity	A flag denoting the time elapsed since HMA first encountered the email.
Activity Trajectory	A measure of the trajectory of an email's activity on a rolling 6 months based on a ranged percentage increase or decrease.
Most Recent Activity	A flag denoting the time elapsed since the email's most recent activity

Hygiene Flag Definitions

R	Denotes a record that is hazardous due to a filter in the Reputation category (extreme risk).
F	Denotes a record that is hazardous due to a filter in the Fraud category (extreme to high risk).
D	Denotes a record that is hazardous due to a filter in the Delivery category (high risk).
C	Denotes a record that is hazardous due to a filter in the Conversion category (moderate risk).
B	Denotes a record that is hazardous due to a filter in the Beta category (moderate to low risk).
G	Denotes a record that is not flagged by a filter and Good-To-Go (lowest risk).

Verification Flag Definitions

I	Denotes a record that is Invalid and will bounce.
U	Denotes a record whose validity is Unknown.
V	Denotes a record that is Valid and will not bounce.

Hygiene & Verification Bundle Flag Definitions

R	Denotes a record that is hazardous due to a filter in the Reputation category (extreme risk)
F	Denotes a record that is hazardous due to a filter in the Fraud category (extreme to high risk)
D	Denotes a record that is hazardous due to a filter in the Delivery category (high risk)
C	Denotes a record that is hazardous due to a filter in the Conversion category (moderate risk)
B	Denotes a record that is hazardous due to a filter in the Beta category (moderate to low risk)
I	Denotes a record that has passed hygiene but is Invalid and will bounce.
U	Denotes a record that has passed hygiene but the validity is Unknown.
V	Denotes a record that has passed hygiene and is Valid and will not bounce.

First Seen Activity Definitions

30	Denotes a record that HMA first encountered within the last 30 days (1 Month)
90	Denotes a record that HMA first encountered within the last 90 days (3 Months)
180	Denotes a record that HMA first encountered within the last 180 days (6 Months)
365	Denotes a record that HMA first encountered within the last 365 days (1 Year)
365+	Denotes a record that HMA first encountered over 365 days ago (1 Year +)

Activity Trajectory Definitions

Major Deceleration	Denotes a record where the 6 month activity average has significantly slowed
Moderate Deceleration	Denotes a record where the 6 month activity average has moderately slowed
Slight Deceleration	Denotes a record where the 6 month activity average has slightly slowed
Unchanged	Denotes a record where the 6 month activity average has remained constant
Slight Acceleration	Denotes a record where the 6 month activity average has slightly hastened
Moderate Acceleration	Denotes a record where the 6 month activity average has moderately hastened
Major Acceleration	Denotes a record where the 6 month activity average has significantly hastened

Most Recent Activity Flag Definitions

30	Denotes a record where the most recent activity has occurred within the last 30 days (1 Month)
90	Denotes a record where the most recent activity has occurred within the last 90 days (3 Months)
180	Denotes a record where the most recent activity has occurred within the last 180 days (6 Months)
365	Denotes a record where the most recent activity has occurred within the last 365 days (1 Year)
365+	Denotes a record where the most recent activity has occurred over 365 days ago (1 Year +)