Following the tracks

Understanding snowshoe spam

Image source: wikipedia.org

War on spam…

- Decline of “botnet” driven spam over the past 12 months

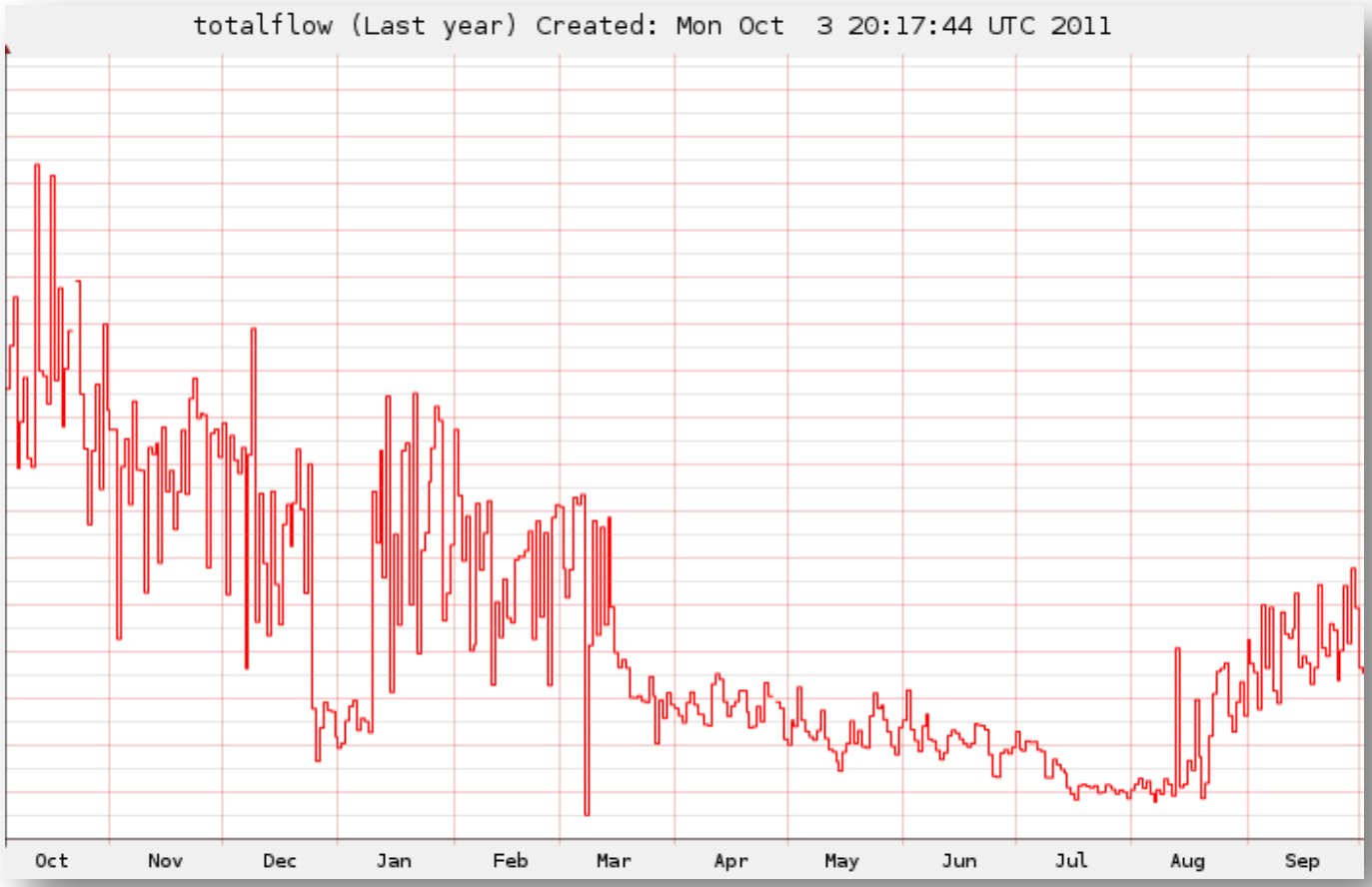

Image source: cbl.abuseat.org

bcove; Our Records Indicate You Have Cash On Hold

--Congratulations Add to contacts
To bcove@hotmail.com

Always show content from www.eyifirio.didifi@www.eyifirio.didifi.ma

bcove@hotmail.com:

Your New $1500 check May Have Been

You've received $900 Cash deposited

AM Payday

You can get a Cash Advance in as little as 1 HOUR*!

Choose an Amount Below or

$300.00

$500.00

$750.00

No Faxing R
qualified a

Bob Need a laptop? Get a new Colours Skin MacBook

Colours Laptop Add to contacts
To Bob

For a Limited Time Only, Get a FREE MacBook

TRY IT, TEST IT, KEEP IT!

For a Limited Time Only get a FREE MacBook
PLUS Colours MacBook Skin by DecalGirl.

Participation required. See Below for Details.

CONTINUE

- 2.26GHz Intel Core 2 Duo
- 2GB DDR3 memory
- 250GB hard drive
- 8x double-layer SuperDrive
- NVIDIA GeForce 9400M graphics

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If you do not wish to receive these emails, you may at any time unsubscribe by clicking the link here
or by sending a copy of this message to: Sandusky, LLC, 3315 Hwy 50, Silver Springs, Nevada 89429.

CAN-SPAM Act of 2003

- Functional unsubscribe
- Postal address
- No forged headers
- No sending to harvested addresses
- Send via your own network

Spammer’s Dilemma

CANSPAM
Compliance

Sustainable
Deliverability

CANSPAM?

CANSPAM REQUIREMENTS

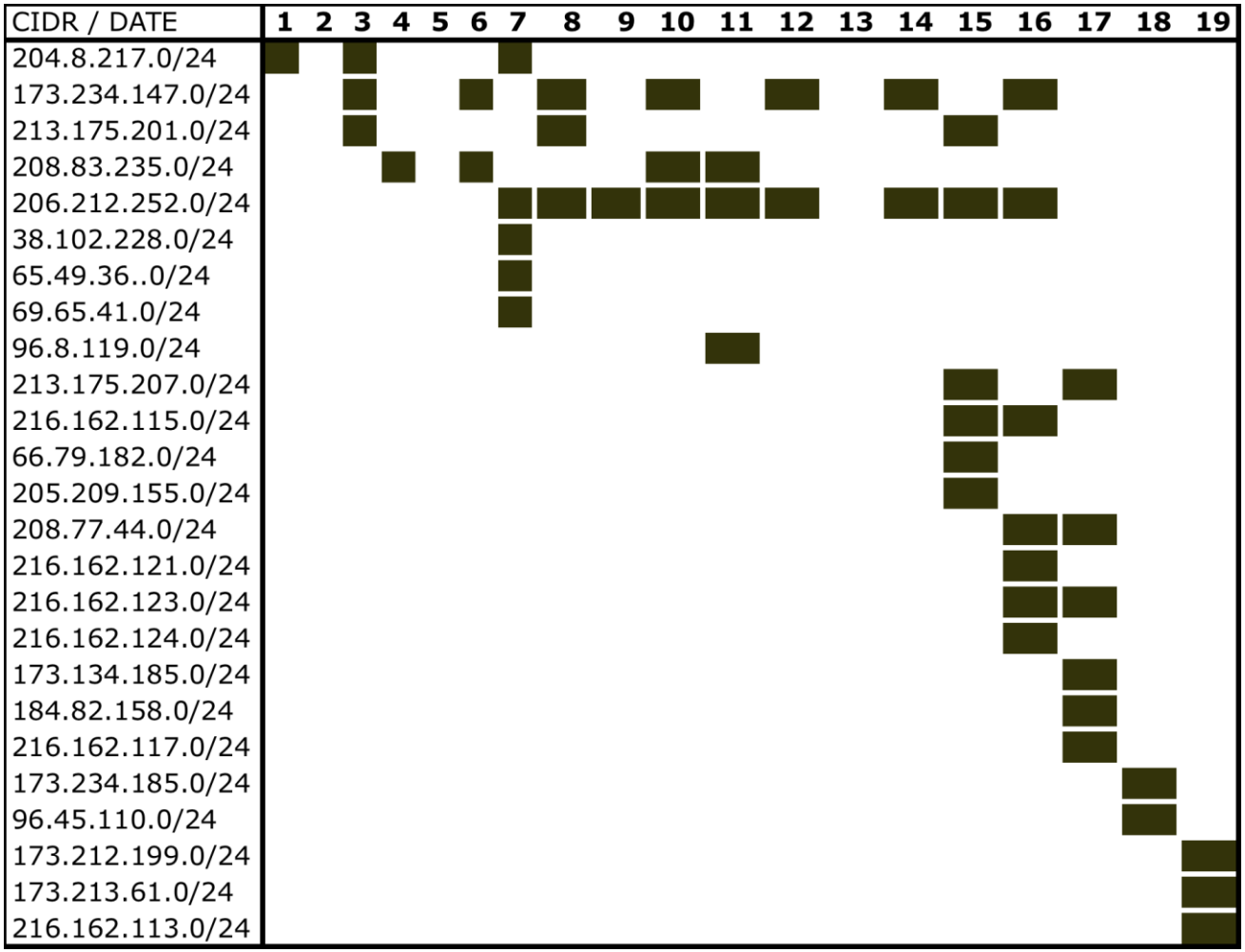
- Functional unsubscribe
- Postal address
- No forged headers
- Send via your own network

COMPLIANCE?

- Yes (mostly), but most recipients do not bother
- Use postal drop boxes to remain anonymous
- Register hundreds or thousands of “throw away” domains
- Lease hundreds of IP addresses from ISPs/Colo/VPS/Cloud

Daily distribution by CIDR

“Limited Trial of the Revolutionary High-Tech Prado Electronic Cigarette!”



Snowshoes!

A closer look…

Sending Behavior

- Statically allocated, dedicated IP addresses
- Paid for by the spammers
- Typically hosted in North America

Top ISPs abused

ISP	Message count	Unique IPs
3dgwebhosting.com	799490	16570
SingleHop	136408	2549
SoftLayer Technologies	106041	1125
Limestone Networks	64787	1119
AccelerateBiz	17457	714
Nobis Technology Group, LLC	55193	697
Network Operations Center	53988	691
FDCservers.net	20460	507
GigeNET	22913	459
Global Net Access, LLC	35996	422
FortressITX	16553	398
LogicWeb	21685	390
Colostore.com	22069	378
iWeb Technologies	65480	306

Financial motivation

- Money is made via a vast array of affiliate programs
- Spammer is the affiliate (publisher)
- Paid via “Cost per Click” or “Cost per Action”

Snowshoe vs “criminal spam”

- Header content

Received: from 789.pizzaperu.com (HELO 789.pizzaperu.com) [65.60.47.236]
by <trap>; <date>
From: "Hybrid Car" <info@pizzaperu.com>
Subject: Go Green Save Green

Received: from duper.varichurm.com (HELO duper.varichurm.com) [64.187.106.21]
by <trap>; <date>
Subject: As A Homeowner This Product Saved_Me_Thousands
From: "Surface_Sealers" <sealsurfaces@varichurm.com>

Snowshoe vs “criminal spam”

- Header content
- Unsubscribe link and contact address

Snowshoe vs “criminal spam”

- Header content
- Unsubscribe link and contact address
- Message structure

Snowshoe vs “criminal spam”

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- “Call-to-action”

Snowshoe vs “criminal spam”

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- Unsubscribe link and contact address
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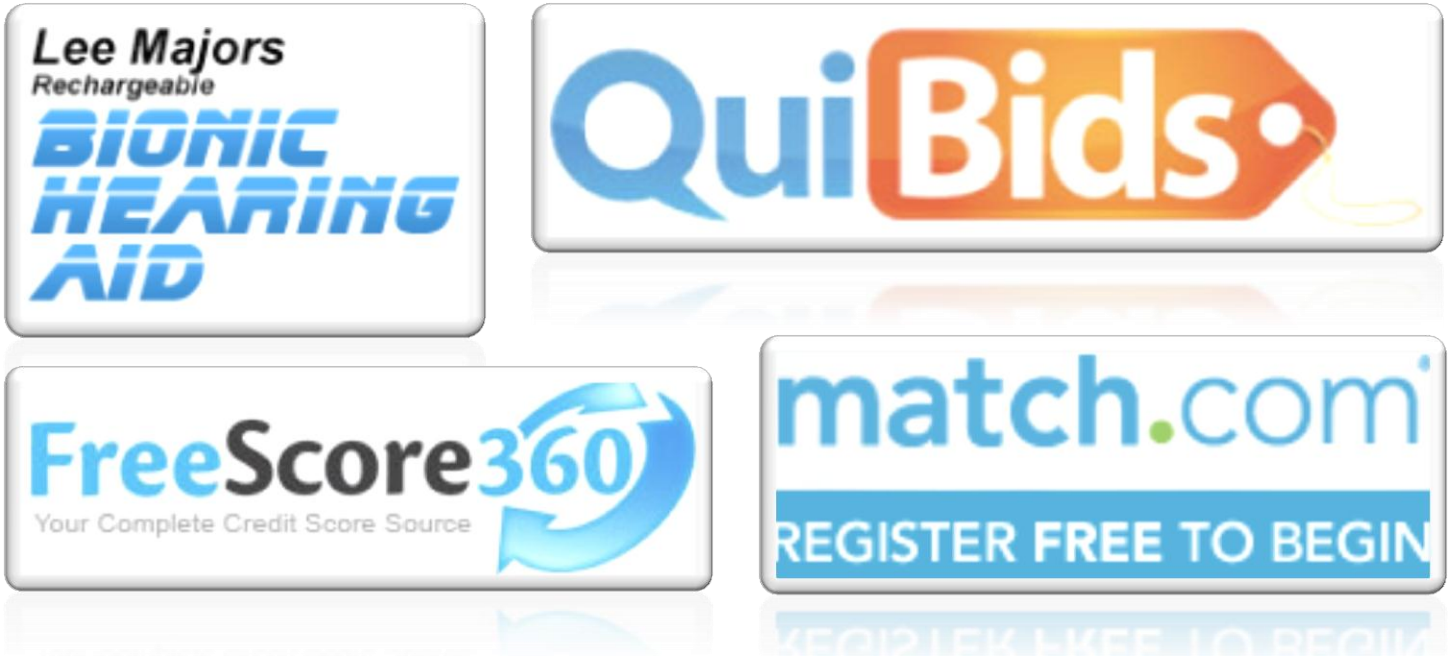
- “Call-to-action”
- Targeted recipients

Snowshoe vs “criminal spam”

- Header content
- Unsubscribe link and contact address
- Message structure
- “Call-to-action”
- Targeted recipients
- Products advertised



VS Solicited bulk email

- Similar visible content

VS Solicited bulk email

- Similar visible content
- Spam content found in the body

<style type="text/css">

ring breaks at last nights gig. Shop says tama won't replace under warranty and tama won't talk to me.

For the money these are I'm not impressed. Anyone else had similar?

_____
Mapex. Sabian. Iron Cobra. Evans. Gibraltar. DW. Vic Firth.
Reply With Quote
#2
Old 07-06-2011, 12:56 PM
uniin's Avatar
uniin uniin is offline
Silver Member

Join Date: Sep 2010
Location: Blue Mountains, Australia
Posts: 609
Default Re: New iron cobras = useless tama....
are you putting max tension on your springs, and burying the beater into your bass drum (thus creating a lot more tension on your spring)?
[snip]
</style>

VS Solicited bulk email

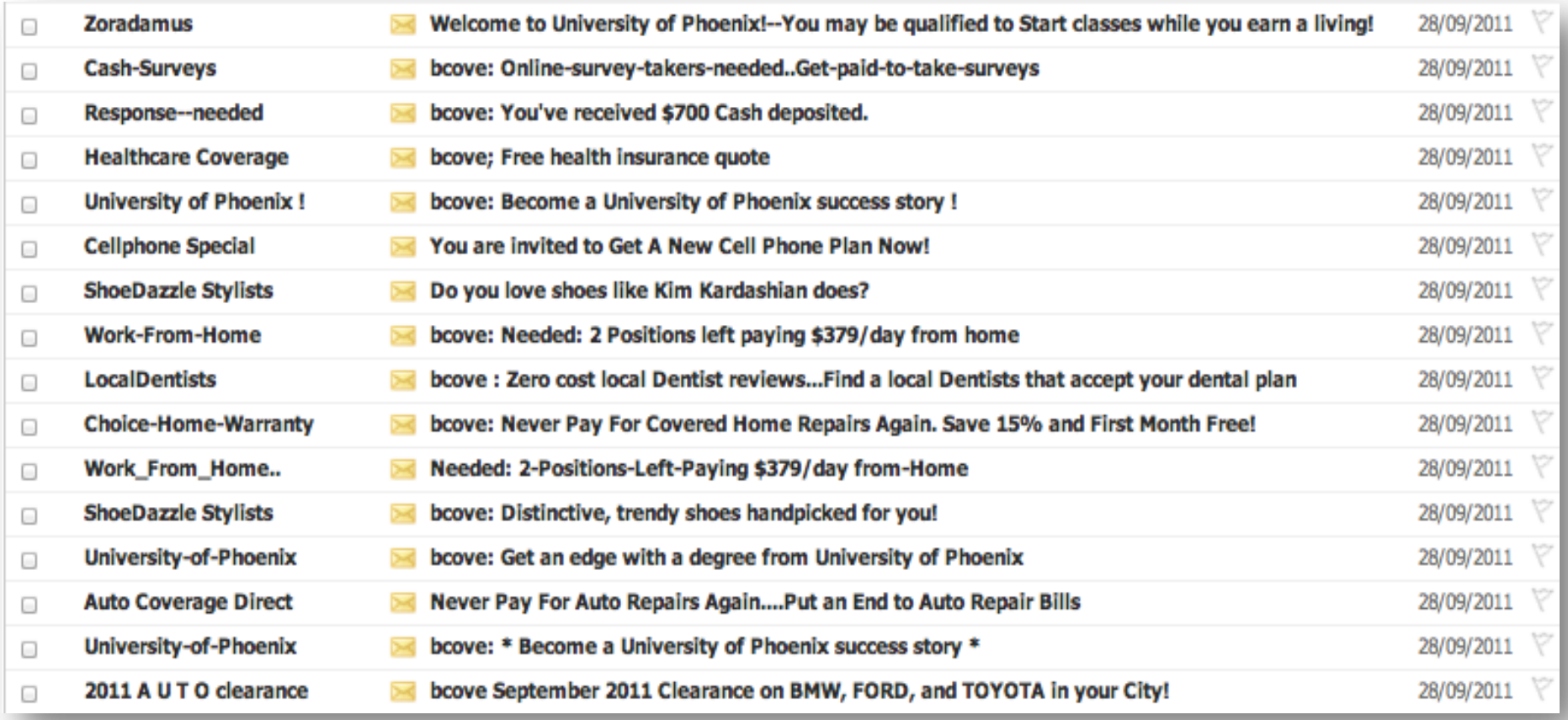
- Similar visible content
- Spam content found in the body
- Domains used

VS Solicited bulk email

- Similar visible content
- Spam content found in the body
- Domains used
- Source and history of IPs used

What makes it a problem

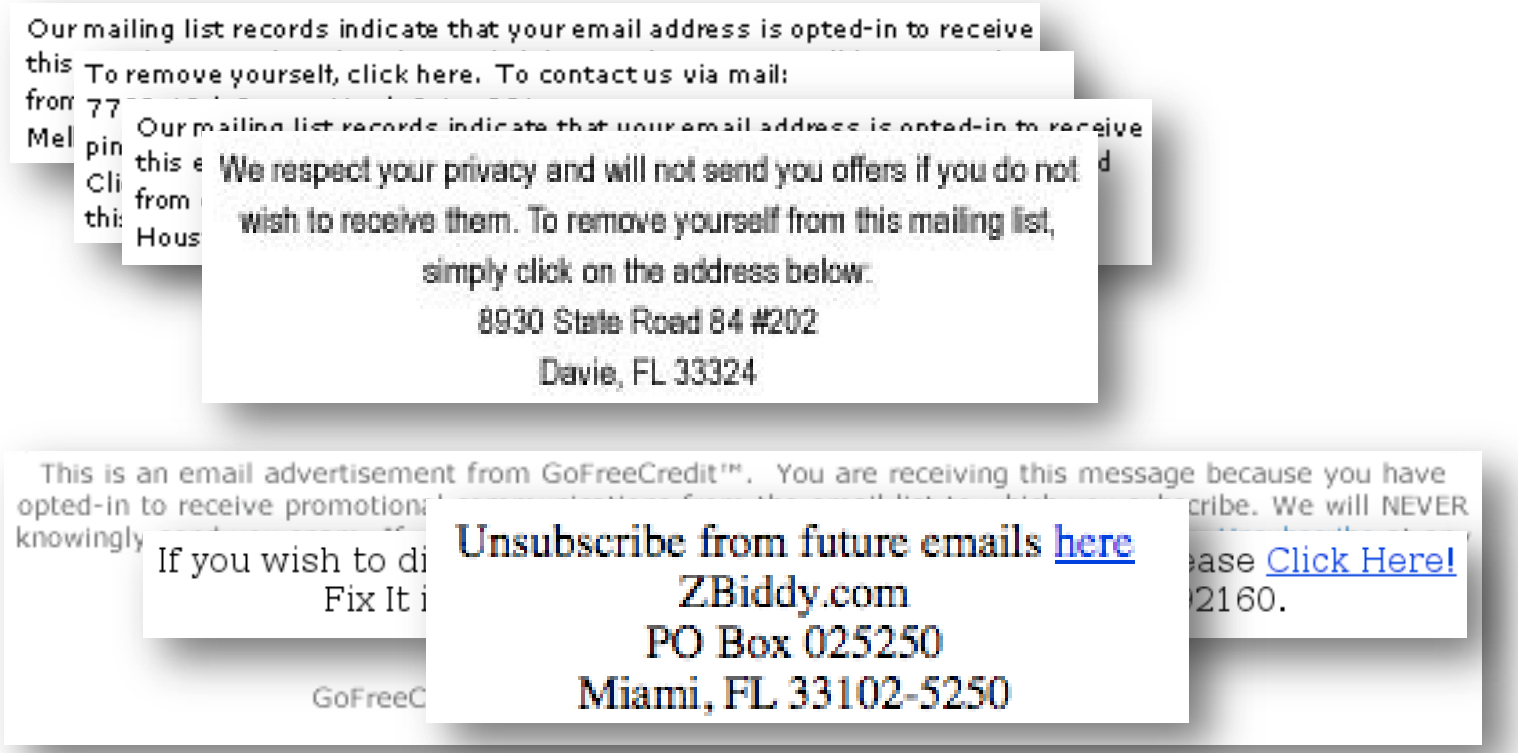
- Volume varies wildly



Zoradamus	Welcome to University of Phoenix!--You may be qualified to Start classes while you earn a living!	28/09/2011
Cash-Surveys	bcove: Online-survey-takers-needed..Get-paid-to-take-surveys	28/09/2011
Response--needed	bcove: You've received $700 Cash deposited.	28/09/2011
Healthcare Coverage	bcove; Free health insurance quote	28/09/2011
University of Phoenix !	bcove: Become a University of Phoenix success story !	28/09/2011
Cellphone Special	You are invited to Get A New Cell Phone Plan Now!	28/09/2011
ShoeDazzle Stylists	Do you love shoes like Kim Kardashian does?	28/09/2011
Work-From-Home	bcove: Needed: 2 Positions left paying $379/day from home	28/09/2011
LocalDentists	bcove : Zero cost local Dentist reviews...Find a local Dentists that accept your dental plan	28/09/2011
Choice-Home-Warranty	bcove: Never Pay For Covered Home Repairs Again. Save 15% and First Month Free!	28/09/2011
Work_From_Home..	Needed: 2-Positions-Left-Paying $379/day from-Home	28/09/2011
ShoeDazzle Stylists	bcove: Distinctive, trendy shoes handpicked for you!	28/09/2011
University-of-Phoenix	bcove: Get an edge with a degree from University of Phoenix	28/09/2011
Auto Coverage Direct	Never Pay For Auto Repairs Again....Put an End to Auto Repair Bills	28/09/2011
University-of-Phoenix	bcove: * Become a University of Phoenix success story *	28/09/2011
2011 A U T O clearance	bcove September 2011 Clearance on BMW, FORD, and TOYOTA in your City!	28/09/2011

What makes it a problem

- Volume varies wildly
- Unsubscribing may not work



What makes it a problem

- Volume varies wildly
- Unsubscribing may not work
- Lack of action response and action by ISPs

What can be done?

- Legislation based on consent (like FISA)
- ISPs must review and take action on abuse complaints
- More coordinated monitoring and abuse reporting
- Draw more attention to the problem

In conclusion

- It’s a growing problem for many people
- It’s still a spam (unsolicited bulk e-mail)
- It’s very different from a criminal spam
- We need to raise awareness and take action

Questions?