

## **SPAM: Electronic Advertisement Tool in Information Sector**

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### **Abstract**

Usually, e-mails spammers search for economic income by promoting services and products. Performing mail bombing is neither difficult nor expensive. If appropriately used, internet advertising can be appealing to consumers and cost-effective to advertisers. The purpose of most spam e-mail messages distributed over the Internet today is to entice the recipients into visiting World-Wide sites advertised through spam. E-mail spamming is a campaign that broadcasts in the Information sector at a massive scale and a minimum cost for the advertisers and those advertised.

The characteristics of spam-advertised websites, however, have not been widely examined. This paper will explore the properties of URL dissemination through spam e-mail and how the spammer in the information sector received the e-mail addresses and sends this advertisement to the user. Ultimately, dealing with Internet advertising is like dealing with any other type of advertising is discussed.

**Keywords:** Internet, e-mail, Spam, Type of Spam, URL, Facts & Figure.

### **1. INTRODUCTION**

An increasing number of people see an ad on the Internet and click on it for more information. For these people, the Internet is a way to slow down business. Depending on the professionalism of the ad, the viewer may be able to obtain product details, comparative details of other products, a list of current retailers selling the product (and the price per item), and an electronic order form. People may buy everything on the Internet, from plane tickets to online businesses, and they are enticed to online products by advertisements. The Internet is an attractive tool for advertisers and advertisers. An ad posted on the Internet has the potential to reach millions of people anywhere in the world. An Internet user who sees an ad can choose to

click on it and be added to their e-mail list if they choose, while the uninterested person may ignore the ad. Many people would like to be on such a list. These lists can allow the consumer to receive information about new products and special offers via e-mail. Users can do advertising via e-mail. It is a low-cost method for businesses to reach out to potential clients or buyers. Usually, the company will pick up the customers' e-mail addresses and ask them if they wish to receive special offers or company news via e-mail. Those who say yes will receive periodic product updates as well as specialized online shopping officials. Customers can log in or out of the system. An E-mail has the advantage of fast delivery and low cost; even a company without a website can send an e-mail.

Unsolicited electronic advertising, or spam, has become a prevalent problem for anyone with an e-mail account. Spam is an unsolicited e-mail and is very popular with advertisers because it is easy and because it costs a small part of what it costs many people to send. By posting the truth, the advertiser must pay for paper, print, and postage. With e-mail ads, none of these costs is available. Spam is considered an electronic advertisement in this study. The following section discusses the types of spam. How is the spam in the media getting e-mail addresses, and how to send this ad to the user for-profit and receives the products with a single click? Facts and costs define the number of spam marketing growth statistics. The final section concludes with the words.

## **2. Spam as Electronic Advertisement**

If you are using e-mail, you may have recently received spam meaning an unsolicited, unwanted message sent to you without your permission. The Internet version of junk e-mail is phone sales during lunch, unanswered calls, and brochures attached to the city, all wrapped up in one annoying bullet. Spam is divide into three sorts, each of which is further subdivided into categories.

### **2.1 Advertising Spam**

Most spam is a commercial ad, usually a direct product offering. Spam costs less to send, compared to other advertising methods. The lowest categories of ad spam are: -

- Online Pharmacy spam: Spam that promotes various forms of Viagra, Cialis, anti-depressant pills can be purchased online.
- Pornography or dating: Spam was frequently used to promote pornography and dating services.
- Pirate Software Spam: Spam that offers pirate software, usually cheaper than official prices.
- Penny Stock Spam: Spam that promotes stocks encourages people to buy cheaper stocks.
- Online Casino Spam: Spam that promotes gambling at online casinos
- Mule job spam: Promoting jobs 'working at home.
- Spamming of Fake degree: Spammers regularly try to sell fake ranges and diplomas.

### **2.2 Spam Advertising Spam**

While the ad spam has at least a slight chance that the respondent can get something with the money sent, the financial spam is trying to trick people and get their money in some way, without the opportunity to buy anything. There are different types of financial spam:

- Lottery Spam: Similar to the 419 scams, these spammers say, 'You have already won X Million' to try to withdraw money etc.
- 419 scams: Many people seek assistance to withdraw millions of dollars from a foreign bank account.

### **2.3 Criminal Advertising Spam for phishing scams**

Spam phishing scam alerts fake PayPal banks, eBay etc. You are also requesting verification, verification or lease of information to defraud people with their data. Fake credentials are frequently used in spam phishing schemes to collect user information (e.g., passwords) and exploit that information to steal money or products. The term "identity theft" was coined as a result of fraud. Fraudulent e-mails hurt their victims with financial loss and identity theft. They are also back in online business because people are losing trust in online transactions. Phishing e-mails use the most listed methods:

- Company logo: fraudulent e-mails often have the company logo and use the same fonts and colour schemes.
- Real Company Site Links: The central link in a fake e-mail sends the recipient to this fraudulent website, but most fraudulent e-mails include other links that send the recipient to the honest company's website sections.
- E-mail appears to be from a corrupt company: To continue to make the recipient available as an e-mail from the company, spam using an e-mail address that appears to be from the company, for example @ eBay.co @paypal .com.

The next section of the paper discusses how spammers get a user's e-mail addresses.

### **3. Download E-mail ID by Spammer**

Using advertising as a way to track customers and their interests is not new. The 20th century saw an increase in targeted advertising based on information provided voluntarily by consumers. There are various ways to achieve this, with the twofold goal of determining which advertising is most effective and which customers accept the most. In the current context, the Internet is a powerful tool. Most users use e-mail to receive and send information. IT is a highly efficient technique to communicate via the Internet. Apart from this, it is a vast question how these spammers get their e-mail addresses. There are many spam ways to get id to send an ad. newsgroups and chat rooms of significant sites. People, especially first-time users, often use their names on the screen or leave their e-mail addresses in newsgroups. Spam uses software fragments to remove screen names and e-mail addresses automatically. Another way to e-mail addresses is the Web itself. There are tens of millions of sites, and spammers can build web spiders search engines that look for the "@" sign that indicates an e-mail address. Spidering programs are often called spambots.

Additionally, there are many sites explicitly created to attract e-mail addresses. For example, spam started the site, "Win \$ 1 million !!! type an e-mail address here! ". In the past, many large sites also sold their members' e-mail addresses. Or sites that have created an 'opt-in' e-mail list by asking, 'Would you like to receive e-mail newsletters from partners? If yes, the e-mail address will then be sold to spam. The most typical supply of e-mail addresses is

dictionary seek of e-mail servers for massive electronic mail hosting companies consisting of MSN, AOL or Hotmail.

#### **4. Spam marketing statistics**

Spammers can send more messages every day due to the ever-growing power of bandwidth and computer power.

##### **4.1 Facts and Diagram**

According to the latest figures published by Brightmail, the largest commercial company fighting spam before being introduced by Symantec. As of January 2004, 60% of all e-mails they viewed were spam. Their most recent survey in July 2004 showed a spam rate of 63%. According to Message Labs, 72 per cent of all e-mails were sent to spam as of July 2004. In September 2004, they received approximately 1.2 billion spam e-mails making up about 64% of tested e-mails. Statistics from April 2005 showed that 67% of Internet users do not like spam, and 33% dislike spam and cause them anxiety, while only 33% of users have no problem with it. Although the image shows an average of 33 per cent, it is essential to note that two-thirds of users have a problem with spam. Most Internet users still rely on e-mail. In February 2003 and 2007, 91% of internet users reported using e-mail. A few other e-mail users now say spam has completed their e-mail creation. In the survey, 19% of users said spam had lowered the number of e-mail users, down from 22% in 2005, 29% in 2004, and 25% in 2003. This number is increasing day by day. Not surprisingly, people who are likely to report reduced e-mail usage are those who say spam is a big problem for them. 18% of electronic mail customers who say unsolicited mail is a prime hassle, about one-third (37%) say that junk mail has brought about them to use e-mail much less. Best 15% of different e-mail customers, who are barely laid low with spam, claim that junk mail has reduced their e-mail usage. These surprisingly large numbers make it clear that the increase in spam is still growing. For most types of advertising, the cost of sending each message is high, especially when it comes to product costs and market size.

A full-page ad in a major newspaper can cost anywhere from \$ 24 for a regular standalone ad to \$ 25,000 for a full-page ad. Sending a catalogue to 100,000 people can cost anywhere from \$ 50,000 to \$ 150,000, depending on the size of the ledger, print quality, and the type of shipping used. Compare these costs with the cost of sending an e-mail message or sending an article to Usenet. A typical Internet-connected computer with a 28.8 kbps dialling module can send over 100 letters per minute, translate 864,000 messages per day, or 26 million per month on average. With ISPs offering unlimited dial-up access to the Internet for \$ 20 a month or less and a dedicated phone line costing another \$ 15, spam can send up to 10,000 e-mail messages per pen. Even if you add up the cost of buying a computer (maybe \$ 1,000), electronic advertising is the cheapest way to reach the audience. These low costs encourage spammers to send even bigger messages. Businesses that advertise the use of traditional media make an effort to get their notifications across. The common denominator is that there is no reason to send an ad to someone who can't afford the advertised product - there is no reason to spend money advertising dog food to cat owners. But spam has no intention of identifying its messages, as the cost of electronic messaging is meagre.

## 5. Revolution with Spam Marketing

Most of the spam messages on the Internet today are ads from individuals and small businesses from time to time looking for a way to make quick money. Spam mails are frequently transmitted using sophisticated techniques that conceal the genuine senders of messages and points. Spammers use various methods to find e-mail addresses, such as picking them up from web pages and downloading them from the e-mail address references used by Internet service providers (ISPs). But spam today may change. Last year, AT&T, Amazon.com, and OneSale.com all tried with multiple e-mails. Although companies explicitly disclose themselves in mail messages, this mass delivery can create many of the same problems as spam messages from people and less responsive companies. If these companies continue their testing, and if they join others, we will see a tremendous increase in the amount of spam on the Net. People who send messages say that e-mail is a form of electronic marketing and Internet equivalent to radio ads and newspaper ads. However, there is a significant difference between electronic spam and traditional marketing methods, and if spam can be removed, the Internet may be abandoned.

## 6. Conclusions

These days' human beings use the word "spam" to consult nearly any form of an unwanted e-mail message or news article they receive. E-mail spam serves as a cheap and easy way to distribute URLs advertised with spam and their websites to millions of Internet users in the information sector. As a result, advertising on these websites may be considered the cause of the spam e-mail problem. As a result, spamming is a continuous campaign that promotes URL addresses to marketers and advertisers at a high and low cost. There are, however, significant differences between spam and general advertising campaigns. Available campaigns seek to make the names of products and services known and easily recognizable.

In contrast, spam campaigns promote URL addresses that are intentional, inaccessible, and therefore easily identifiable. However, this information shall come out attractively and credibly to attract recipients to take immediate action. They are addressing this concern by investigating the use of voting procedures, collaborative identification and classification of suspicious URL addresses that use spam as a means of advertising. Spam can advertise anything from magazines to electronics to travel packages. But one of the most widespread and most offensive spam uses for advertising on pornographic and e-books websites.

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