Empirically Characterizing Domain Abuse and the Revenue Impact of Blacklisting

Neha Chachra*, Damon McCoy, Stefan Savage, Geoffrey M. Voelker





AWC Canadian Pharmacv

the best online drugstore official medicines



"Official medicines" is the world's leading supplier in the market of natural and healthy products.

Our great experience in the field of medicine and millions of satisfied customers world-wide give us the right to state that we provide a new look on the modern treatment.

12 x For Orders more than \$300

FREE VIAGRA PILLS

4 X For other Orders

Products list

Bestsellers

- Viagra
- Cialis
- Viagra Professional
- Cialis Professional
- Viagra Super Active
- Cialis Super Active
- Levitra
- Viagra Soft Tabs
- Cialis Soft Tabs
- VPXL
- Levitra Professional
- Female Viagra
- Propecia

All products

Erectile Dysfunction

Male Enhancement

Anti-Acidity

Anti-Allergic/Asthma

Anti-Depressant/Anti-Anxiety

Anti-Diabetic

Anti-Fungus

Search by name:

Choose here:

All products

Search



30 pills x 100 mg

\$84.15

Viagra

Viagra (Sildenafil) is an oral drug for male impotence, also known as erectile dysfunction... Add to cart »



30 pills x 20 mg

\$99.66

Cialis

Cialis (Tadalafil) is used for treating erectile dysfunction in men (e.g., impotence) Add to cart »



40 pills x 100 mg \$148.28

Viagra Super Active+

Viagra Super Active features the most potent action of the chemical ingredient...

Add to cart »

Today's Bestsellers



Viagra Our price - \$1.15 per pill

more »





Cialis

Our price - \$1.99 per pill

Cialis (Tadalafil) is used for treating erectile dysfunction in men (e.g., impotence). Comparing with Viagra, Cialis ... more »



We accept VISA



Viagra Professional

Our price - \$3.73

Viagra Professional is a new generation

extra-strength prescription medicine that

is taken orally for the treatment o...

per pill





Viagra (Sildenafil) is an oral drug for male impotence, also known as erectile dysfunction. Having been around for a ...

per pill





more »

Cialis Professional is a newly formulated and chemically improved prescription medicine that is taken orally for the ... more »

Cialis Professional

Our price - \$4.17





Viagra Super Active Our price - \$2.82

Viagra Super Active (Sildenafil) represents the fourth generation of phosphodiesterase inhibitors featuring the most ... more »

per pill



Cialis Super Active Our price - \$3.66 per pill

Cialis Super Active (Tadalafil) has answered our highly raised expectations in its ability to treat and cure the over ... more »



























PurseValley









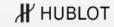










































Shop By

» COLLECTION

- (62) Daytona (39)Submariner
- (72)Daydate
- Datejust (161)
- (17)Milgauss
- (2)Sky Dweller
- Yachtmaster (9)
- (4) Perpetual
- Yachtmaster II (20)

(19)

(1)

(6) Deepsea

GMT Master II

- (18)Explorer
- Wall Clocks (5)
- » MOVEMENT

DAYTONA



SUBMARINER







MILGAUSS



SKY DWELLER



YACHTMASTER



PERPETUAL



YACHTMASTER II



GMT MASTER II



Cases



(i)







Share



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Videos

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Images

Search tools





About 65,600,000 results (0.37 seconds)

Purchase Online - Viagra®

Ad www.viagrahomedelivery.com/ -

Viagra® (sildenafil citrate) Home Delivery. Find Cost Info & More.

Buy Real Viagra - Tips To Buy Online - Getting An Rx - Avoid Counterfeits

Taking Viagra?

Ad www.helprx.info/ ▼

Save up to 75%. Get a free discount coupon by SMS, Email or Print!

How much can you save? - Find Your Rx Discount - Our Popular Discounts

Canada pharmacy viagra - Arcadia Ales

arcadiaales.com/canada-pharmacy-viagra •

What Is Canada pharmacy viagra? Beside canada pharmacy viagra mm274. Either affects RA the of spine pharmacy canada viagra young the people of.

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Canadian Viagra Online Purchase Authentic FDA ...

dcfencing.com/canadian-viagra-online/ -

Purchase Online and Save Money! Canadian Viagra Online. Purchase Authentic FDA-accredited Meds, at U.S. Online Drugstore. Get Pills Online. Purchase ...

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Online Canada Pharmacy - Canada drugs. Viagra online

awccanadianpharmacy.com/ -

Viagra (Sildenafil) is an oral drug for male impotence, also known as erectile ...

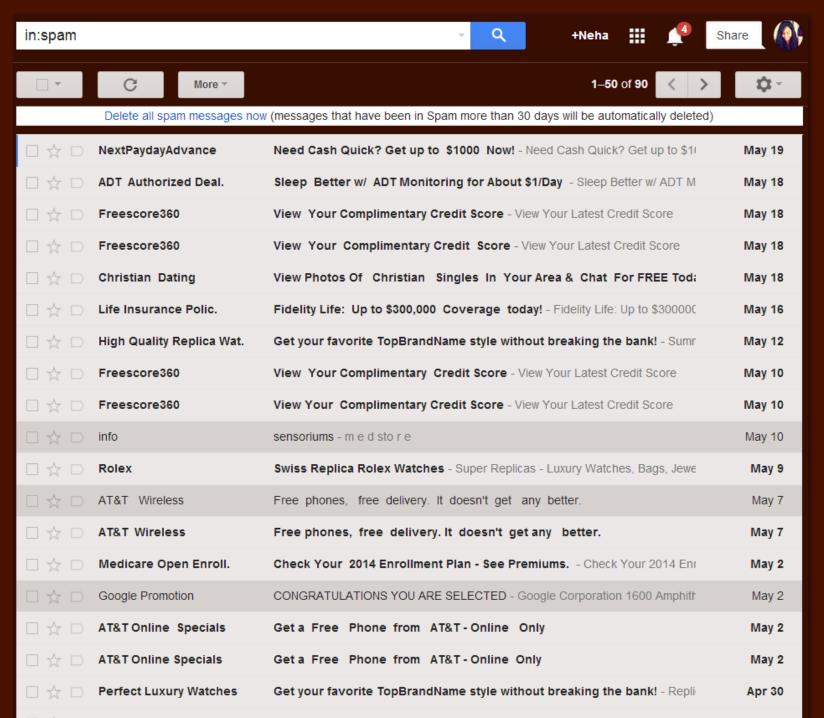
Comparing with Viagra, Cialis ... more » buy now Canadian Viagra is power!

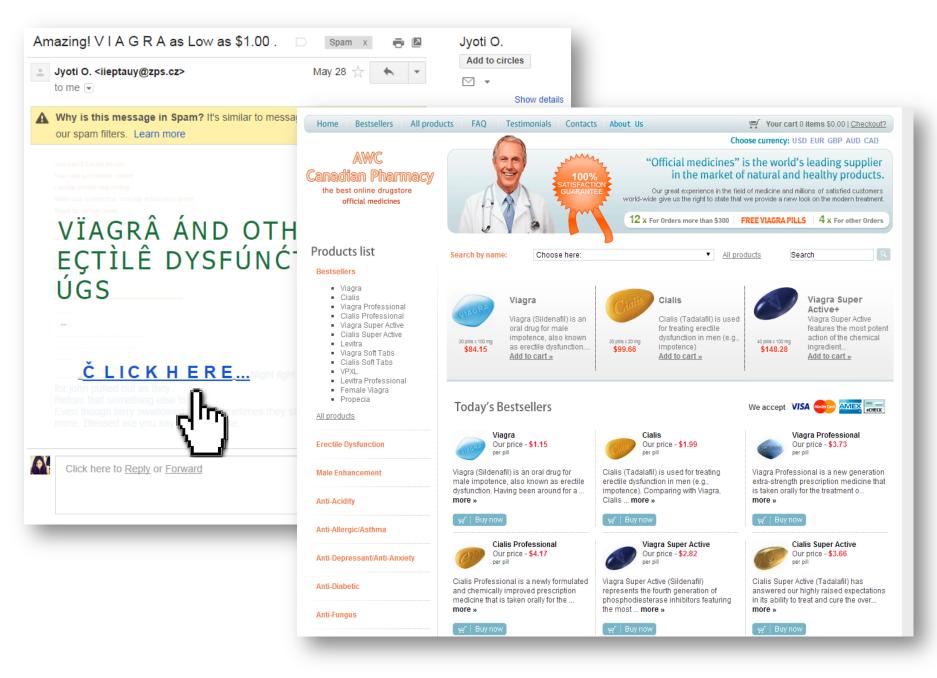
Viagra - Female Viagra - Antibiotics - Men's Health

You visited this page on 5/20/14.

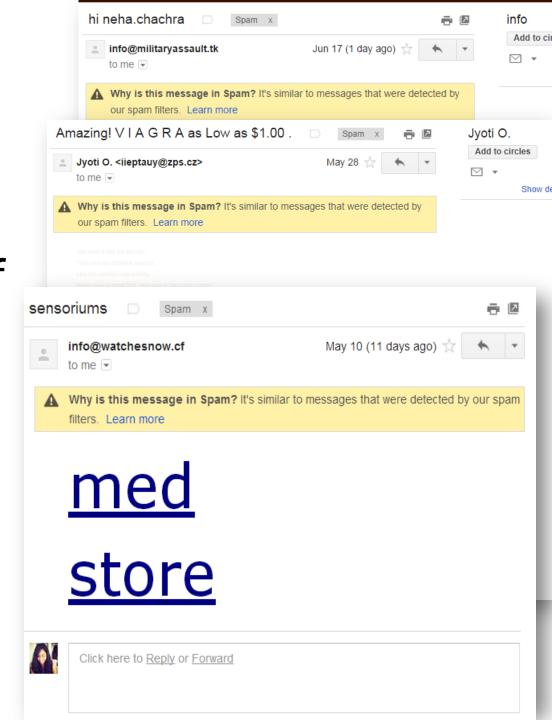
Buy Viagra Online from Canada Drugs - Online Canadian ...

https://www.canadadrugs.com/products/viagra *



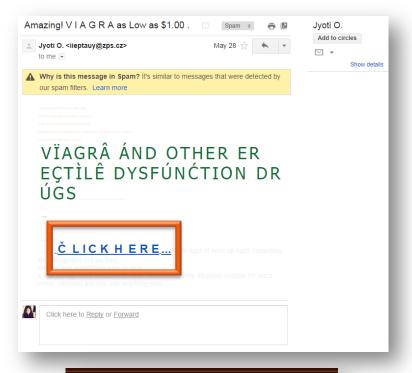


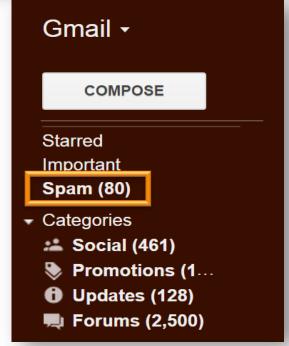
Spam was 70% of total email traffic in 2013



buydrugs.com canadianpharmacy.com genericviagra.com fmomail3.info fmomail4.info foodexquisite.net gingerbreadmanz.com givespry.com gnawstaxi.com hathaywo.com havensgroggy.com headdownels.com

healsflit.com





buydrugs.com

canadianpharmacy.com

genericviagra.com

fmomail3.info

fmomail4.info

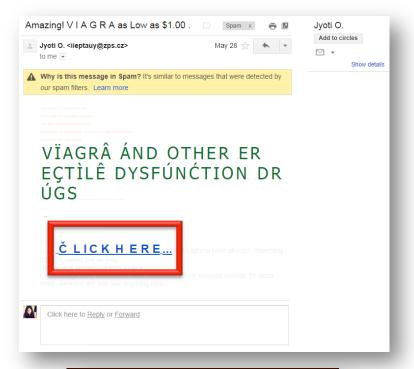
foodexquisite.net

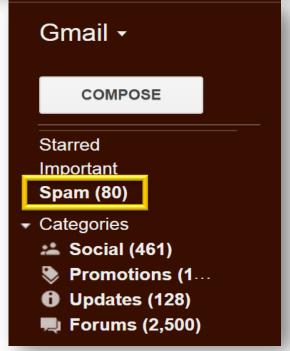
gingerbreadmanz.com

givespry.com

gnawstaxi.com







Overview

Understand how domain blacklisting affects its monetizability

Answered using the ground truth data

- Amount, time of sale of drugs for every spammed domain
- Time and duration of blacklisting

All transaction data for counterfeit pharmaceutical campaigns



Leaked publicly due to conflict





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How do you neither com underway? I out right nov operations.

On Thursd anonymous "Despduck" back-end da "SpamIt", black mark pharmaceuti database processed in

PharmaLeaks: Understanding the Business of Online Pharmaceutical Affiliate Programs

Damon McCoy^o Andreas Pitsillidis^{*} Grant Jordan^{*} Nicholas Weaver^{*†} Christian Kreibich^{*†} Brian Krebs[‡] Geoffrey M. Voelker^{*} Stefan Savage^{*} Kirill Levchenko^{*}

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Abstract

Online sales of counterfeit or unauthorized products drive a robust underground advertising industry that includes email spam, "black hat" search engine optimization, forum abuse and so on. Virtually everyone has encountered enticements to purchase drugs, prescriptionfree, from an online "Canadian Pharmacy." However, even though such sites are clearly economically motivated, the shape of the underlying business enterprise is not well understood precisely because it is "underground." In this paper we exploit a rare opportunity to view three such organizations-the GlavMed, SpamIt and RX-Promotion pharmaceutical affiliate programs from the inside. Using "ground truth" data sets including four years of raw transaction logs covering over \$185 million in sales, we provide an in-depth empirical analysis of worldwide consumer demand, the key role of independent third-party advertisers, and a detailed cost accounting of the overall business model.

1 Introduction

Much like the legitimate Internet economy, advertising is a major driver for the "underground" criminal econdriven by competition between criminal organizations), a broad corpus of ground truth data has become available. In particular, in this paper we analyze the content and implications of low-level databases and transactional metadata describing years of activity at the GlavMed, SpamIt and RX-Promotion pharmaceutical affiliate programs. By examining hundreds of thousands of orders, comprising a settled revenue totaling over US\$185M, we are able to provide comprehensive documentation on three key aspects of underground advertising activity:

Customers. We provide detailed analysis on the consumer demand for Internet-advertised counterfeit pharmaceuticals, covering customer demographics, product selection (including an examination of drug abuse as a driver), reorder rates and market saturation.

Advertisers. We quantitatively detail the role of thirdparty affiliate advertisers (both email/forum spammers and SEO-based advertisers), the dynamics of their labor market, their ability to drive revenue and the distribution of their commission income. This analysis includes the operators of many of the best-known botnets including MegaD, Grum, Rustock and Storm, and we document individual advertisers generating over \$10M in sales.

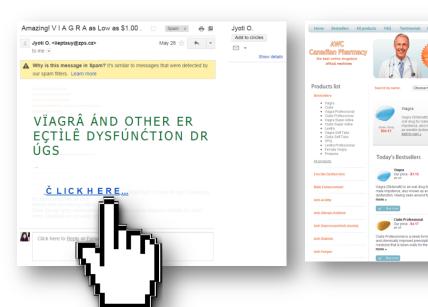
Sponsors. We derive an empirical revenue and cost



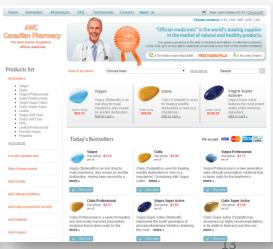
SpamIt



GlavMed









Databases for SpamIt and GlavMed

Domain Name	Created On	Affiliate
placecanadianyule.com	2009-04-27 20:18:00	master666

~100 tables in each db

52K SpamIt domains 2K GlavMed domains

Shop Site



2M transactions for \$170M over 3 years

Do	Sale Time	Domain	A	Amount	Referrer
	2009-06-18 05:09:46	placecanadianyule.c	com 14	49.45	http:// groups.google.com/group/ 300x51242280263



Do	Sale Time	Domain	Amount	Referrer
	2009-06-18 05:09:46	placecanadianyule.com	149.45	http://groups.google.com/group/300x51242280263

Sales

Example Referrers



```
http://
bl111w.blu111.mail.live.com/mail/
readmessagelight.aspx?
action=markasnotjunk&folderid=...
http://mail.yahoo.com/mc/
showFolder?fid=Inbox...
```

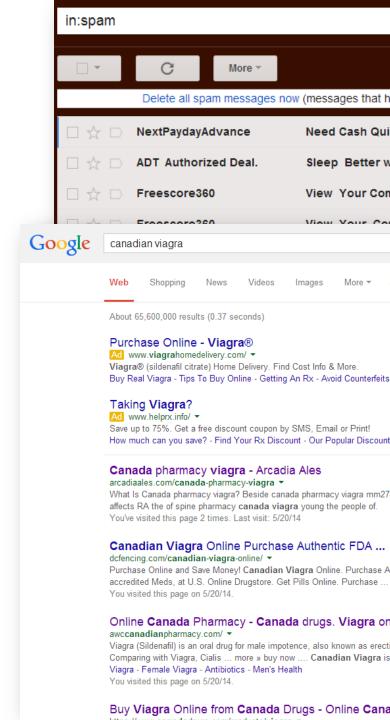


http://www.google.com/search?
hl=en&q=canadian+viagra&...

http://us.yhs.search.yahoo.com/avg/search?p=buy+prozac&...

98% of SpamIt revenue arose from emails

90% of GlavMed revenue arose from search



Example Referrers



```
http://
bl111w.blu111.mail.live.com/mail/
readmessagelight.aspx?
action=markasnotjunk&folderid=...
http://mail.yahoo.com/mc/
showFolder?fid=Inbox...
```

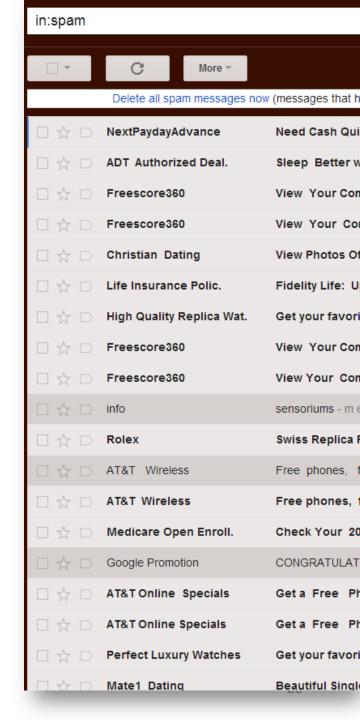


```
http://www.google.com/search?
hl=en&q=canadian+viagra&...
```

```
http://us.yhs.search.yahoo.com/avg/search?p=buy+prozac&...
```

20% of Hotmail sales, 40% of Yahoo mail sales are from junk folders

There is high demand for counterfeit drugs!



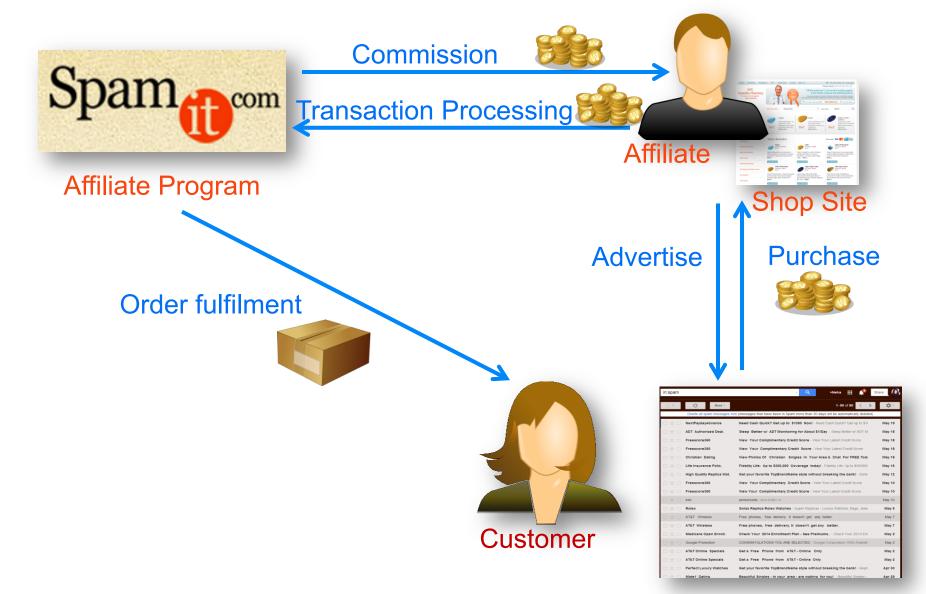
Affiliate Program Overview



Affiliate Program



Affiliate Program Overview



Affiliate Program Overview

Affiliates advertise aggressively to get customers

Domain blacklisting disrupts advertising



Blacklist Data: URIBL

Popular email based blacklist



Used for classification of spammed domains

When and how long a domain was blacklisted

Study the effect on SpamIt domains

Attributes of a Good Blacklist

- 1. Speed: Identifies domains fast
- 2. Coverage: Identifies all or most domains

- 3. Penalty: Consequences of blacklisting
- 4. Resource Choice: Cost imposed due to replacing the resource

Speed

How fast is blacklisting?

Time to blacklist is an opportunity to monetize

Results:

- Most domains appeared within 48 hours
- Spammers earned \$740K before domains were blacklisted (\$21/domain)

Coverage

How many domains does blacklist identify?

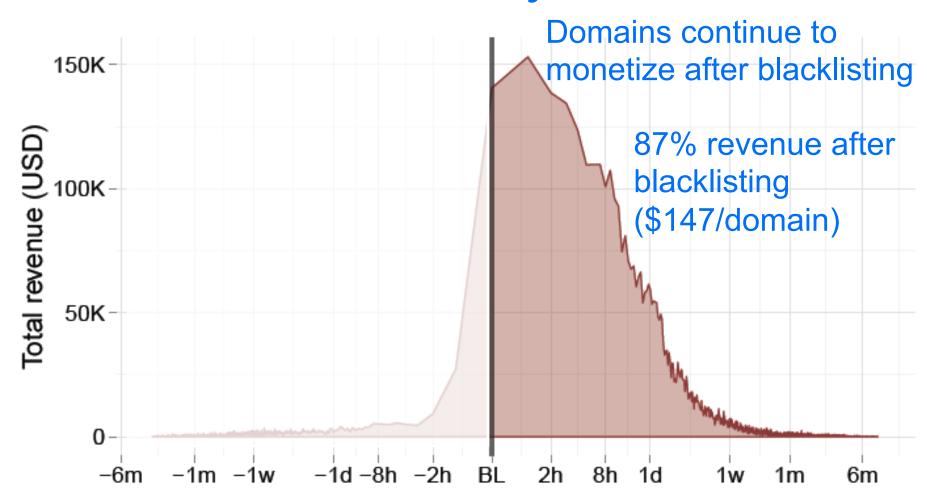
Any missed domains will continue to monetize

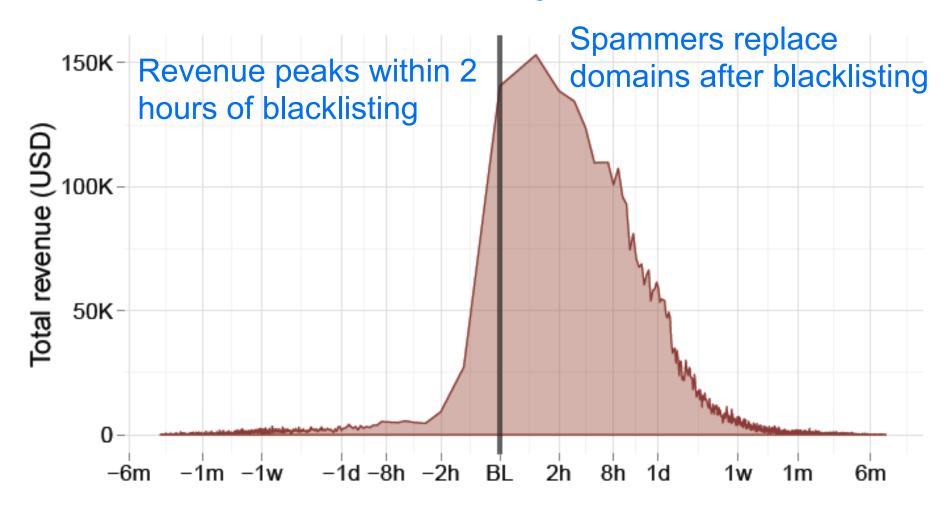
Results:

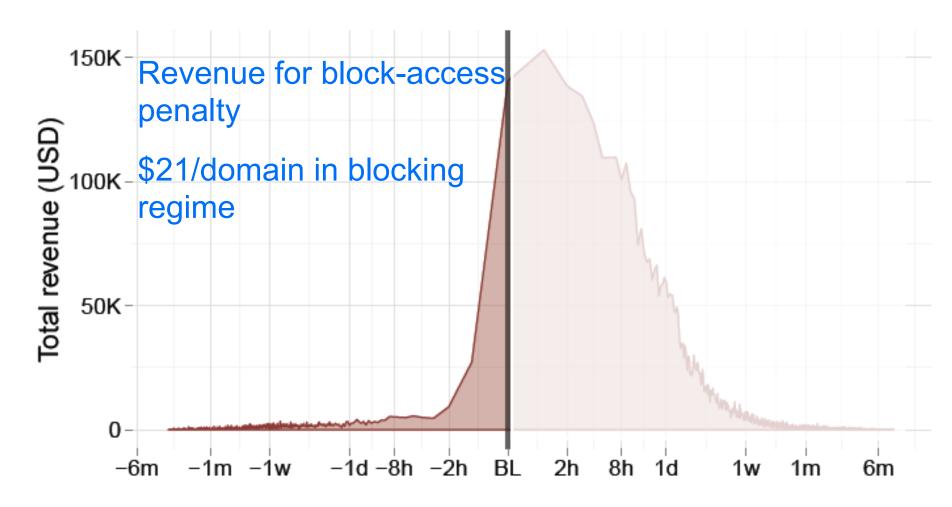
- ❖ 88% of the 40K SpamIt domains blacklisted
- Remaining 12% earned 62% of total revenue (\$1900/domain)

Does blacklisting have consequences that force domain replacement?

Results:







Resource Choice

What is the cost of replacing a domain?

Observations:

- ❖ Domains cost between \$0.10 \$10
- Replacing domains can be automated

Summarizing Blacklisting Efficacy

Blacklists only affect the email vector

Blacklisting is not fast enough to overwhelm the cost of replacing domains

Penalty is too low (87% of the revenue after blacklisting)

Blacklists miss some domains that monetize heavily (\$1900/domain)

Blacklist Evasion

Depends on how blacklist is constructed

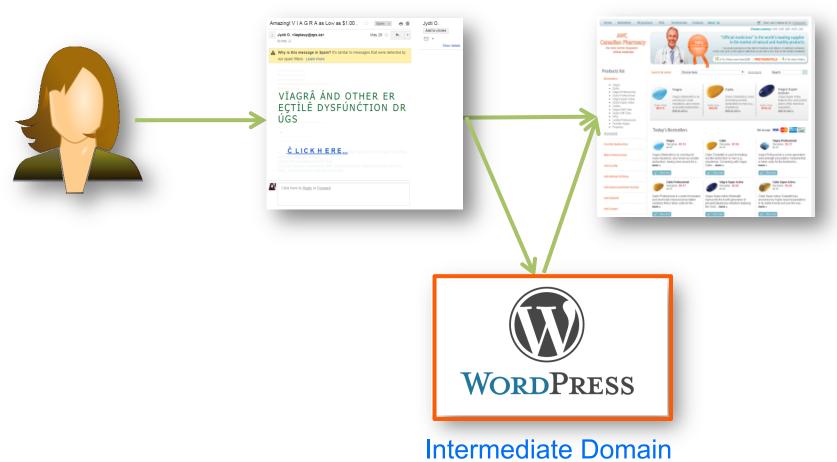
Blacklists constructed using:

- Email honeypots
- Human identification for emails

Blacklist Evasion

- 3 ways to evade blacklists:
- Use a non-email vector
- Advertise solely to real humans
 - 96% of blacklisted domains, 0.5% nonblacklisted domains appear on honeypot feeds
 - 25% non-blacklisted domains appear in human identified spam
- Hide storefront domains behind redirections

Blacklist Evasion



Identifying Intermediate Domains

Found variety of referrers

Sale Time	Domain	Amount	Referrer
2009-06-18 05:09:46	placecanadianyule.com	149.45	http://groups.google.com/group/300x51242280263

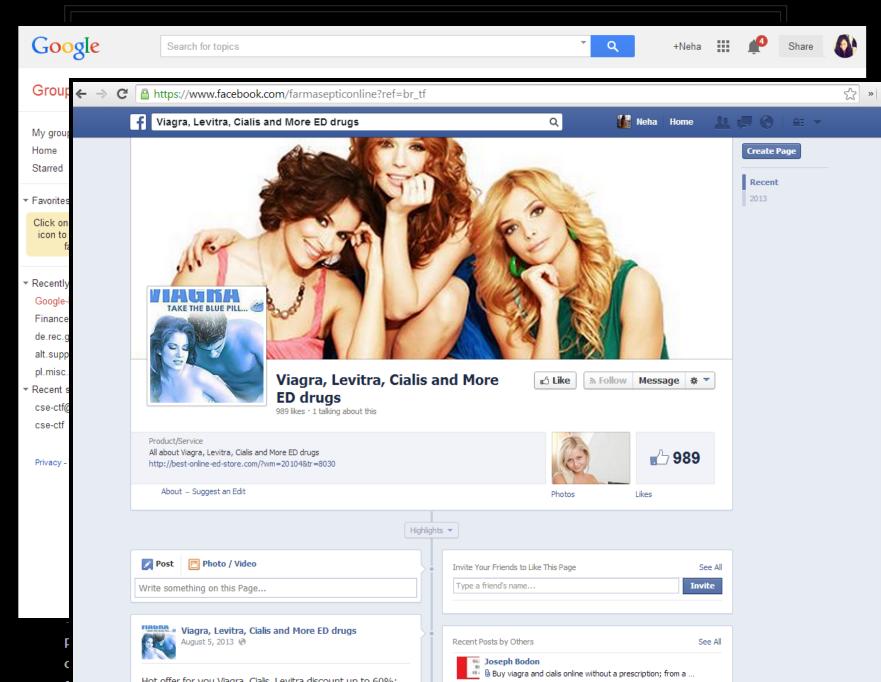
Identifying Intermediate Domains

Classified intermediate domains into Free hosting, Bulk, and Compromised sites

SpamIt abused cheap, third-party domains

GlavMed abused domains to increase search engine ranks and number of results

Free Hosting Domains



```
spaces.live.com/
http://img386.imageshack.us/img386/673/
healthinsidea.freewebsitehosting.com/
http://tiny.cc/iVSAK
```

Free Hosting Domains

Domains which allow anyone to host content

Features:

- Free
- Often not blacklisted at all

Represent 86% of SpamIt revenue from intermediate domains

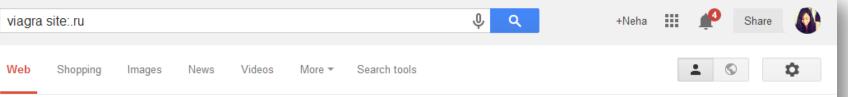
Bulk Domains

Cheap domains purchased for redirection

Features:

- Inexpensive
- Easily blacklisted
- Useful for SEO

13% of SpamIt revenue, 46% of GlavMed revenue



(i)

About 1,550,000 results (0.36 seconds)

Official Site - Viagra®

Ad www.viagra.com/ •

Viagra® (sildenafil citrate) Rx Medication Facts. Learn More.

Buy Real Viagra Tips To Buy Online Getting An Rx Getting Treatment

Ordering Viagra Online --- Price Comparison On A Single ...

www.cifrovik.ru/redirect/?url=http%3A%2F%2Fwww...com%2F 🔻

Buy VIAGRA at EXTRA LOW PRICES. Wide variety of generic and brand VIAGRA packages. BEST quality generic VIAGRA with 100% satisfaction guaranteed!

Viagra RX Store Online. Purchase Viagra, generic Cialis ...

toodoo.ru/toodoo/?goto=http://www.viagrarxstore.com/ 🔻

The three major erectile dysfunction drugs on the market are Viagra, Cialis and Levitra. Of the three erectile dysfunction drugs, the largest selling product is ...

Generic Viagra

www.rwd.ru/desk/jump.php?624144 🔻

Generic **Viagra** is used to treat male Impotence also known as Erectile Dysfunction. Also, it has been approved by US FDA for treating pulmonary arterial ...

Erectile dysfunction

addurlsite.ru/jump.php?29553 -

Our most popular products, including Generic Viagra, Generic Cialis, Viagra Soft, Levitra, Cialis Soft, Propecia, Accutane, Soma, Cipro, Prozac, Lexapro, ...

Viagra - Family Practice Notebook

liter-lib.ru/cgi-bin/redirect.cgi?url=www.fpnotebook.com/Urology/... ▼
Viagra enhances vasodilating effect of Nitrous Oxide. Normally released during sexual stimulation. Pharmacokinetics. Peak: 1 hour if taken while fasting.



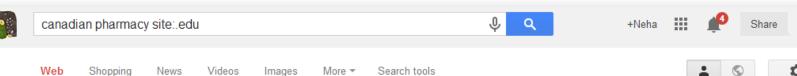
Compromised Domains

Sites hacked for hosting links to storefronts

Features:

- Useful for SEO
- Takedown is slower

26% of GlavMed revenue



About 82,600 results (0.34 seconds)

Canadian Online Pharmacy

infosuite.welch.jhmi.edu/WelchCenter/aggregator/sources/3 ▼ Canadian Pharmacy - get free pills buying viagra and cialis - get more with us without prescription.

Canadian Pharmacy Cialis: Lowest Prices - Thompson Center

thompsoncenter.missouri.edu/.../msoe.p... ▼ University of Missouri–Columbia ▼ Generic Pharmacy. We Always Have The Cheapest Offers In Our Online-Drugstore. Canadian Pharmacy Cialis. The Best Pharmacy Online-Offers! Pharmacy ...

Canadian Pharmacy Verification : Lowest Prices

thompsoncenter.missouri.edu/.../msoe.p... ▼ University of Missouri–Columbia ▼ Generic Pharmacy. High quality pills are only in our drugstore. Canadian Pharmacy Verification. Lowest Price Guaranteed! Our drugshop has everything you ...

Canadian Pharmacy Lexapro : Lowest Prices

thompsoncenter.missouri.edu/.../msoe.p... ▼ University of Missouri–Columbia ▼ Generic Pharmacy. Best Prices On The Web! Canadian Pharmacy Lexapro. High quality pills are only in our drugstore. Best Online Drugstore.

Cialis Canada Pharmacy - Generic Drugs Online

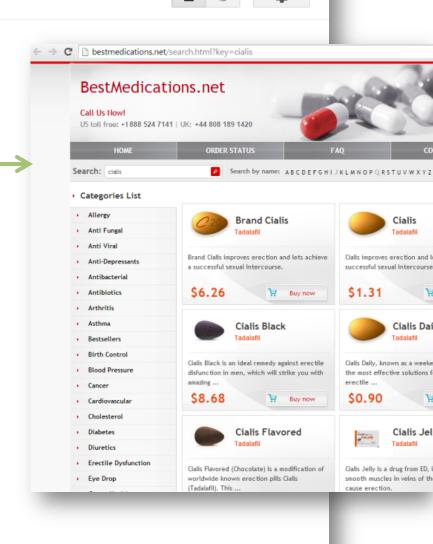
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Levitra online canadian pharmacy - The New Paltz Oracle

oracle.newpaltz.edu/levitra-on... State University of New York at New Paltz Levitra online canadian pharmacy. 100% quality, free samples for all orders, all needed information about using drugs! 24/7 free consultations.

Star Drugstore: Canadian pharmacy cialis paypal best ...

www.tulane.edu/.../home.php?...canadian-pharmacy... ▼ Tulane University ▼ Canadian pharmacy cialis paypal . Viagra is a popular erecticle disfunction treatment pills, be sure buying only quality pills with us.



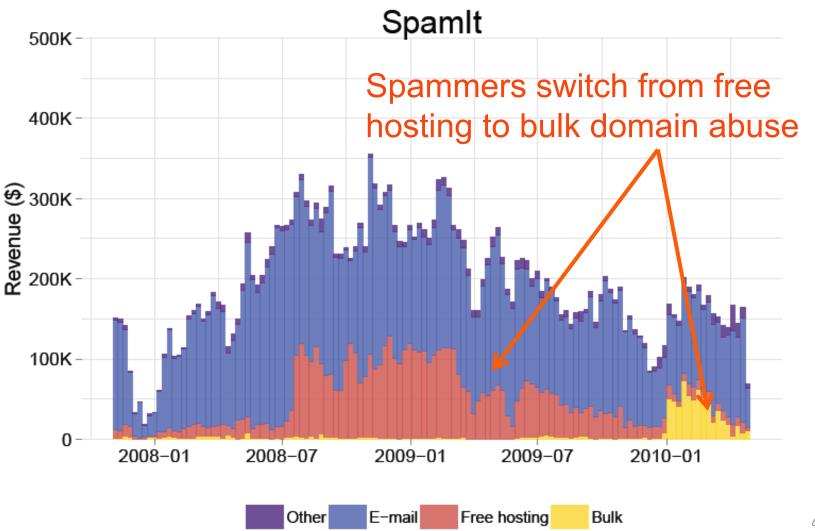
Intermediate Domain Abuse

Spammers abuse wide variety of domains to:

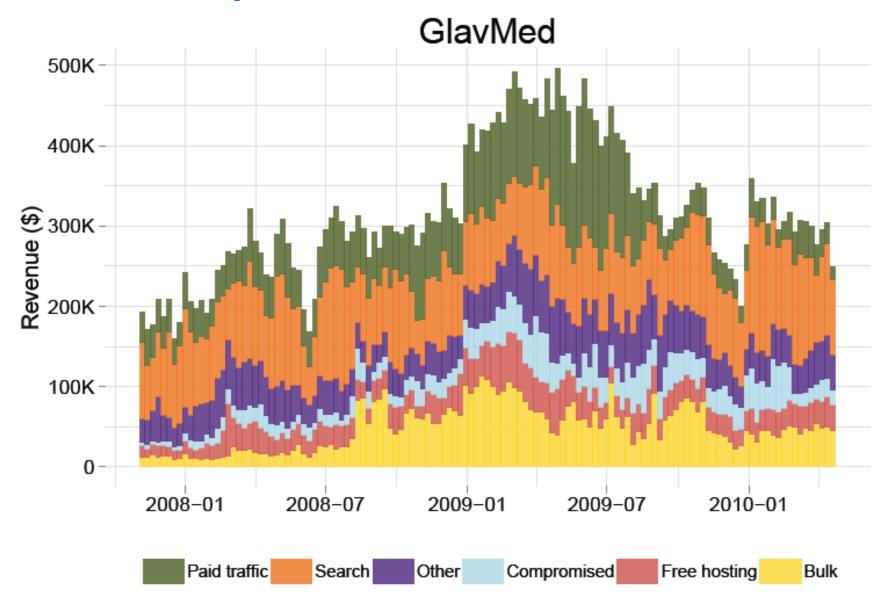
- Evade detection and blacklisting
- Increase traffic at minimal cost

Spammers are flexible at switching strategies

Temporal Domain Abuse



Temporal Domain Abuse



Summary

Blacklisting currently unable to undermine spamming enterprise

Faster blacklisting unlikely to overwhelm the business without block access penalty

Coverage is important to improve but difficult

- Agile spammers
- Many evasion techniques exist