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## Email Threat Analysis Report

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

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

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

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

## Verification Intelligence Report

| Report              | Description                                 | #       | %       |
|---------------------|---------------------------------------------|---------|---------|
| <b>VERIFICATION</b> |                                             |         |         |
| <b>Invalid</b>      | Denotes a record that is Invalid            | 3,428   | 2.40%.  |
| <b>Unknown</b>      | Denotes a record that can not be determined | 18,348  | 13.10%. |
| <b>Valid</b>        | Denotes a record that is Valid              | 104,225 | 74.30%. |

## Email Enhancement Intelligence Report

| Report                   | Description                                                       | #     | %       |
|--------------------------|-------------------------------------------------------------------|-------|---------|
| <b>EMAIL ENHANCEMENT</b> |                                                                   |       |         |
| <b>Email Alternative</b> | A benchmark indicating the # of better emails that could be added | 4,585 | 25.90%. |

## Social Media Intelligence Report

| Report                             | Description                                                      | #     | %      |
|------------------------------------|------------------------------------------------------------------|-------|--------|
| <b>SOCIAL MEDIA AUTHENTICATION</b> |                                                                  |       |        |
| <b>Benchmark Scan</b>              | 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

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reputation</b> | 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. |
| <b>Fraud</b>      | 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.                                                                                                                                                                                                           |
| <b>Delivery</b>   | 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.                                                                                    |
| <b>Conversion</b> | 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.                                                                                                       |
| <b>Beta</b>       | 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.                                                                                                                                       |

## Hygiene Flag Definitions

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

## Verification Flag Definitions

|          |                                                     |
|----------|-----------------------------------------------------|
| <b>I</b> | Denotes a record that is Invalid and will bounce.   |
| <b>U</b> | Denotes a record whose validity is Unknown.         |
| <b>V</b> | Denotes a record that is Valid and will not bounce. |

# Hygiene & Verification Bundle Flag Definitions

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