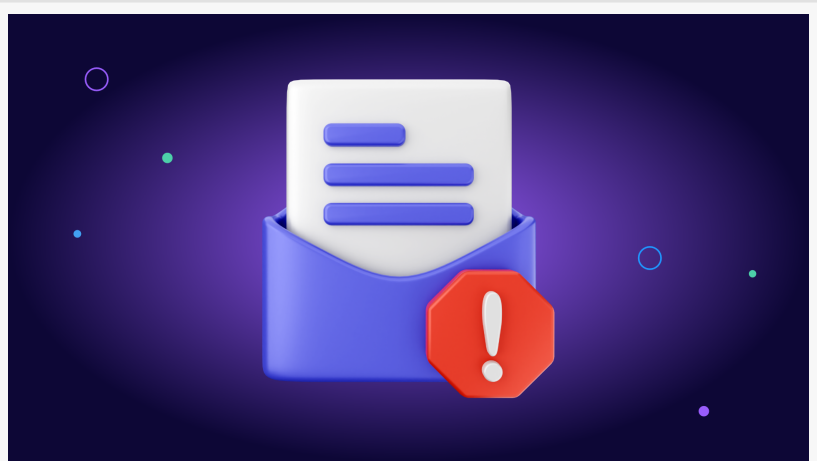


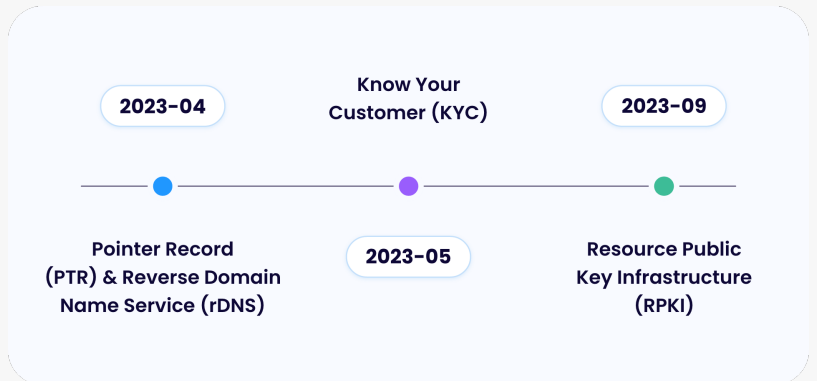
IPXO's Innovative Approach to Combating SPAM: Lessons for All Industries

LONDON, UNITED KINGDOM, August 7, 2024 /EINPresswire.com/ -- [IPXO](#), a leading IPv4 lease and monetization platform, has successfully implemented a comprehensive strategy to combat SPAM, abuse, and malicious activities within its marketplace. This initiative not only addresses critical challenges in the IP leasing industry but also offers valuable insights for businesses across various sectors grappling with similar issues.

The proliferation of SPAM and abuse is a universal concern that extends beyond the realm of IP leasing. As organizations increasingly rely on digital platforms and services, the need for robust anti-abuse measures becomes paramount. IPXO's experience provides a blueprint for tackling these challenges effectively.



IPXO's SPAM abuse case handling strategies



Abuse case handling timeline

As IPXO's marketplace grew, it experienced a surge in abuse reports, primarily related to SPAM originating from leased IP addresses. This trend threatened the integrity of the platform and the reputation of its clients – a scenario familiar to many online businesses.

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Ignas Anfalovas

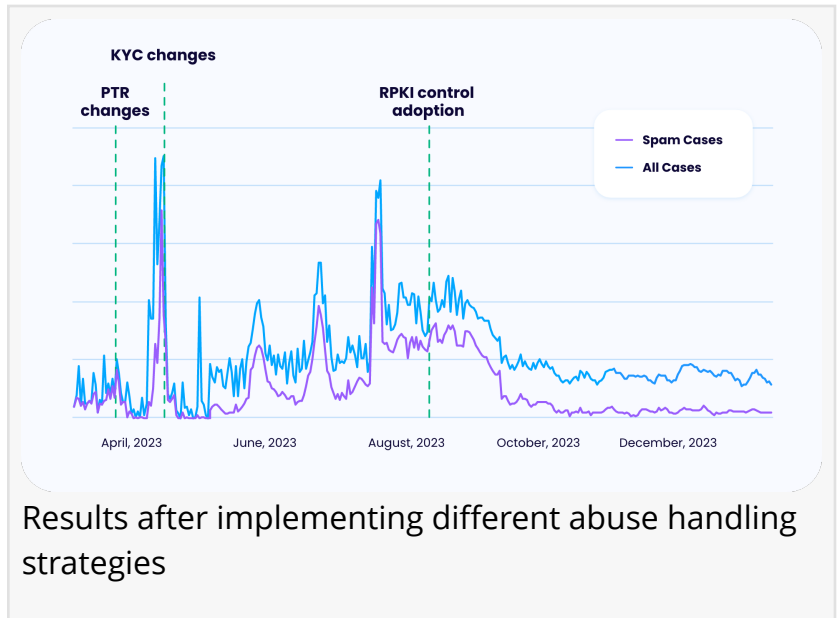
IPXO's approach to solving this complex problem was methodical and data-driven, offering lessons applicable to a wide range of industries. The company's engineering team conducted thorough analyses of abuse patterns, evaluated the effectiveness of existing measures, and

iteratively developed and implemented new solutions.

THE ANTI-SPAM STRATEGY, UNFOLDED IN THREE KEY PHASES

Enhanced monitoring and policy changes

IPXO implemented automatic scanning and enhanced monitoring to detect suspicious activities, particularly focusing on Pointer Record (PTR) and Reverse DNS (rDNS) usage. This initial step, adaptable to various business models, provided valuable insights into potential abuse patterns.



By introducing automatic PTR scanning and improving monitoring to detect clients who frequently modified PTRs, IPXO was able to quickly identify and respond to potential SPAM sources, reducing the window of opportunity for abusers and improving overall network integrity.

Strengthened Know Your Customer (KYC) procedures

The cornerstone of IPXO's anti-abuse strategy, the enhanced KYC process, has proven to be particularly effective and widely applicable across industries. This comprehensive approach includes:

- Rigorous validation of client information
- Thorough background checks, including lookups in international sanction lists
- Implementation of stringent procedures for high-risk cases
- Review of client policies and practices

The enhanced KYC process significantly reduced the number of malicious actors accessing the platform. This approach can be adapted by businesses in finance, e-commerce, social media, and other sectors to maintain a secure and trustworthy environment.

Advanced technical implementations

To address more technical forms of abuse, IPXO deployed specialized infrastructure and control mechanisms, specifically implementing Resource Public Key Infrastructure (RPKI) and BGP parking.

This implementation allowed IPXO to combat route hijacking more effectively, significantly reducing the average handling time for abuse cases from 3-4 days to just 1 day for RPKI-controlled IPs, demonstrating the power of proactive technical measures in abuse prevention.

THE RESULTS OF THESE IMPLEMENTED SOLUTIONS HAVE BEEN SUBSTANTIAL

- Reduction in SPAM cases from 70-100% of all abuse cases to just 5-10%
- Decrease in resources listed on industry blocklists
- Significant improvement in abuse case handling time

Ignas Anfalovas, Engineering Manager of IPXO's Platform Team, stated during a recent industry conference, "Our multi-faceted approach to combating SPAM and abuse has yielded remarkable results. By focusing on KYC procedures and combining them with technical solutions, we've not only improved our platform's security but also set a standard that can benefit businesses across various sectors."

IPXO's success in tackling SPAM and abuse demonstrates the effectiveness of a comprehensive, data-driven approach to security. As organizations across industries face similar challenges in maintaining the integrity of their platforms and protecting their users, IPXO's strategy offers valuable lessons:

- Implement robust monitoring systems to detect suspicious activities early
- Strengthen KYC procedures to prevent malicious actors from accessing your platform
- Deploy technical safeguards tailored to your industry's specific challenges
- Continuously analyze data and iterate on your solutions

By sharing its experiences and strategies, IPXO aims to contribute to the broader conversation on digital security and resource management, offering insights that can help businesses across various sectors create safer, more trustworthy online environments.

Feedback from the NANOG conference highlighted the potential correlation between shorter lease terms and increased abuse risks. IPXO addresses this challenge through robust KYC procedures and by offering IP holders the option to set monthly or yearly lease durations. This approach balances the need for flexibility, especially for businesses testing scalability, with the imperative of maintaining platform integrity and responsible resource usage.

For more information about IPXO and its security measures, visit IPXO's [blog](#).

ABOUT IPXO

Established in August 2021, IPXO is the world's largest fully automated IP address lease and monetization platform. To date, IPXO has successfully distributed IP resources to approximately 900 ASNs and a thousand B2B clients, managing an expanding pool that now exceeds 4 million

IPs.

Since September 2023, the company has been developing its Next-Generation IP address management tool. This tool will empower businesses to discover, analyze, and efficiently manage their own IP resources. With a strong presence within the RIR community and the goal of creating a transparent and sustainable IP ecosystem, IPXO is emerging as the business-critical infrastructure platform for enterprises worldwide.

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