

Cisco Email Security— Graymail Management and Safe Unsubscribe

What if you could get more visibility and control into email not specifically categorized as spam or phishing?

You can with Cisco® Email Security. It reduces your exposure to compromise while improving worker productivity.

Graymail is a growing problem in every business. It is email users authorized to receive, but do not necessarily want and can include marketing, social media and bulk email messages. These aggressive messages are not spam, but they are often unwanted because the recipient may not have intentionally opted in to receive them. Attackers could use “unsubscribe” links to harvest addresses or launch phishing attacks.

Our graymail management solution detects and classifies graymail and then automatically presents recipients with a safe way to unsubscribe. Email administrators gain better visibility into graymail activity reflected in reporting and message tracking tools.

Benefits

- Increased productivity through streamlined management of nonspam email
- Better visibility of high-priority email
- Single-click unsubscribe service for better and safer email management
- Reduced exposure to phishing attacks

The Evolving Threat Landscape

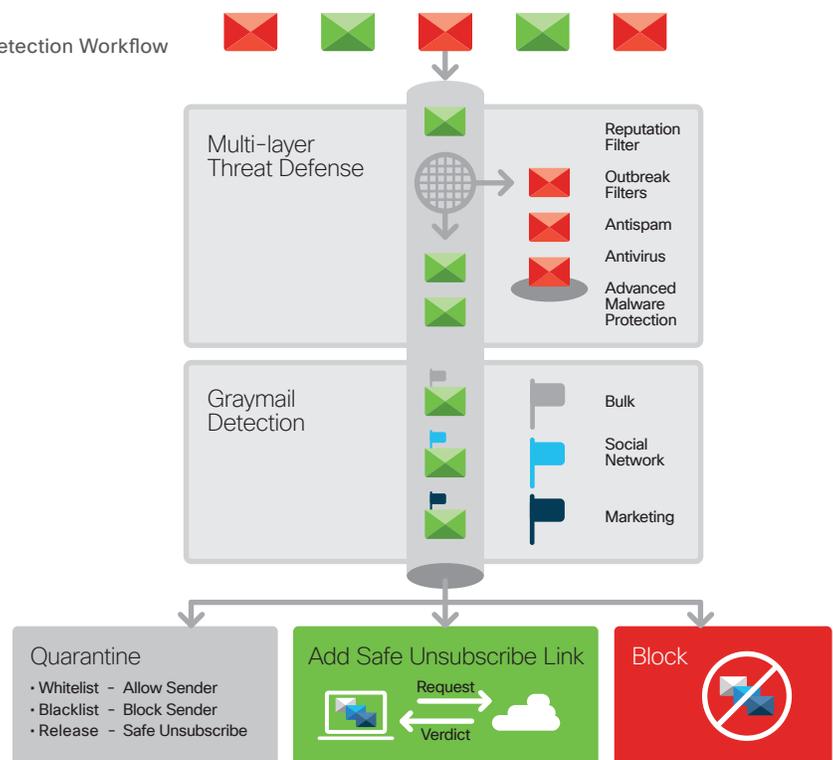
According to a [recent report](#) by NTT Security, 67% of malware attacks were delivered by phishing emails. A common phishing techniques utilizes graymail. The problem: a seemingly innocuous marketing email may have an unsubscribe link that takes the recipient to a malware-infested website. Many of us click these links without a second thought. But instead of ridding ourselves of unwanted emails, we're actually opening ourselves up to an attack.

What You Buy

The graymail-detection feature comes standard with the Cisco Email Security Inbound Essentials bundle and helps to precisely classify and monitor graymail entering your organization. An administrator can then take appropriate action for each category of graymail. Available with an add-on license, the Cisco Email Security Safe Unsubscribe feature will automatically present recipients with a safe way to get rid of unwanted emails (see Figure 1).

Graymail usually has an unsubscribe link where end users can indicate to the sender that they would like to stop receiving such messages. Since mimicking an unsubscribe mechanism is a popular phishing technique, users should be wary of clicking these links. The safe unsubscribe solution provides protection against malicious threats masquerading as unsubscribe links, a uniform interface for managing all subscriptions, and better visibility for email administrators and end users into such email.

Figure 1.
Graymail Detection Workflow



How Safe Unsubscribe Works

Safe unsubscribe allows users to unsubscribe from all unwanted graymail with a single click. The process is a real-time analysis of the sender's unsubscribe method that provides feedback one and a half seconds later for an amazing user experience. The service supports all unsubscribe methods: an email message, a direct unsubscribe webpage, or a webpage with forms. To keep users safe, the unsubscribe feature works only on secured and validated senders.

Safe Unsubscribe handles each of the following unsubscribe scenarios:

- **Smart scanning:** To achieve our high success rate, Cisco Email Security uses advanced analysis engines to process and identify all unknown scenarios. The engine analyzes the webpage and determines how to reach the confirmation message on the webpage. The process strengthens security by excluding any actions on the webpage that could lead to undesirable behavior for the user, such as subscription confirmation.
- **Known sender:** By aggregating the graymail senders' reputation database in our graymail filter, we have scenarios for every known sender.
- **Mail-to sender:** When the subscription process is by email, the mail-to processes the unsubscribe by using the email provided by the sender with the appropriate message.
- **Unsuccessful:** Our Safe Unsubscribe feature improves every day. Each time the system encounters an unsubscribe request that it cannot process safely, it sends a summarized report to the sender or email service provider with documented information to make the unsubscribe scenario compatible.

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Why Cisco?

No company can afford to skimp on defending itself against the number one attack vector: corporate email.. Cisco Email Security offers best-in-class features that deliver inbound protection and outbound threat control through superior threat intelligence and advanced threat protection. Protect yourself against sophisticated phishing attacks with our industry-leading solution.

Next Steps

For more information about email security, visit <http://www.cisco.com/go/emailsecurity>.