

## Launch of the new Vade Retro Technology Anti-Ads filter

**Hem, October 18th 2011** – Vade Retro Technology, the major player in messaging system protection, today announces the launch of the new version of its Anti-Ads filter to identify and classify with high accuracy all commercial communications.

### **What does 'communication of commercial nature' mean?**

Commercial e-mail is defined as the entirety of informative or advertising nature messages received by a user in his e-mailbox. This may be newsletters, social networks e-mail notifications or commercial e-mail announcing a promotion, a new product, etc...

Unlike spam, these e-mails respect e-mailing best practices (presence of unsubscribe link, personalized message, good image/text ratio...) and follow an initial consent of the user when sent to targeted private users.

### **A feeling of saturation**

As we have all seen in recent years within our own e-mail accounts, e-mail of a commercial nature has grown drastically. Indeed, according to the French NUDC (National Union for Direct Communication) **the volume of e-mails routed increased over 71% in the last two years and amounted in 2010 to 98 billion e-mails of commercial nature routed in France!** This trend is confirmed by our Vade Retro lab which also notices a growing importance of the presence of commercial messages. **The flows of e-mails analyzed show that over 95% of e-mails are spam. Of the 5% remaining and delivered into inbox, 41% are e-mails of commercial nature!**

These messages, "approved at some point," are sent on a more massive basis and can be subsequently very "polluting" for the end user who distinguishes with greatest difficulty interpersonal messages - (messages from individual to individual) mainly coming from his own professional or friendly network, - from messages with a commercial or notification purpose .

## Enough is enough! Let's take a break!

Considering the feeling of saturation and the notion of "consent of the user," we cannot assimilate these e-mails to spam and treat them as such.

To counteract this new type of e-mails, Vade Retro Technology lab experts have developed a new exclusive filter: **the Anti-Ads filter**.



This new version of Vade Retro Anti-Ads filter is able to recognize with high accuracy all communications of commercial nature. From this identification and according to final user's needs or depending on the security policy in place, several treatment options are available, such as:

- Add a mark in messages subject like {commercial communication} and place it in inbox.
- Mark and deliver them in a specific folder to consult at more convenient time.
- Reject them upstream of end user's messaging system.
- etc...

The Vade Retro Anti-Ads filter is a unique technology available as an option for the full range of professional products (appliance MailCube MC<sup>2</sup>, appliance Virtual MailCube MC<sup>2</sup>, the solution in the Cloud Vade Retro Center, the development kit dedicated to ISPs and OEMs) and coming soon for private users: Vade Retro Desktop 4.0.

**For more information :** <http://www.vade-retro.com/US/actualites.asp>

### About Vade Retro Technology

With more than 150 million mailboxes secured worldwide, Vade Retro Technology is the specialist of mailbox protection against all undesired messages, commonly known as « spam ». In addition to protecting the biggest French and International Internet Service Providers, Vade Retro protects more than 1 000 companies (SMEs and large corporations) as well as thousands of independant users.

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