





Many email tools have trouble detecting and classifying imposter email. Unlike other email threats, imposter email usually arrives in low volumes and contains no malware. That’s why detecting it requires a combination of dynamic and algorithmic approaches that incorporate the following:

**Sender/recipient reputation.** This means understanding the relationship between a sender and recipient. The level of trust between the two helps gauge the likelihood that an imposter sent the message.

**Domain reputation.** Looking into the sender’s domain can unveil clues that the email is from an imposter. Signs may include a domain that cannot be resolved, is newly registered, or resembles—but does not match—the recipient’s.

**Algorithmic analysis.** This involves analyzing hundreds of attributes and factors for every email received. This should include email headers, reply-to addresses, and display names.

## IMPOSTOR EMAIL PROTECTION AT NO ADDITIONAL COST

The imposter email classifier is an included feature of Proofpoint Essentials.

Visit [www.proofpoint.com](http://www.proofpoint.com) to learn more about how Proofpoint protects businesses of all sizes against imposter email.

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today’s mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

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