I looked at the eyes of diablo and found an army of girls

Inside a Twitter scam campaign

Vicente Diaz, Senior Security Analyst, Kaspersky Lab
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PRESENTATION ABOUT?
It is about
So let me tell you one story

Battle.net (Starcraft 2 game network) just started offering 2-factor authentication. So my video game now has stronger AuthN than my bank.

@trompi Urgent! Get your free Diablo III Game here tinyurl.com/getdiablo

JanitaFest9872, [+] Tue 12 Jul 21:11 via web in reply to...
The campaign
JanitaFest and friends

FrancineLettman: Hey, I just found this totally free iPod Touch promo here tinyurl.com/freeipod8/?=nj... hace 2 horas

FrancineLettman: He forgot my kiss on Sunday night o_______O hace 2 horas

FrancineLettman: im still cooler then all of them *pop collar* hace 2 horas

FrancineLettman: This man told me that he puts orange Fanta in bongs instead of water hace 2 horas

FrancineLettman: yeah the lack of 'sun' this morning has messed with my spelling hace 2 horas

FrancineLettman: I wish yuvi 2 keep his consistency against England like in worldcup hace 2 horas

FrancineLettman: #nowplaying Suicide Machines - Sometimes i don't mind hace 2 horas

All of them 2hrs ago
Some patterns

“I met a fat chick and I f*cked her on an elevator”
Campaign Tweets

All of them unique! More difficult to track. However clearly pattern-created.

Example:

@hannahalkaff Fantastic! I just now gotten my own FREE OF COST $1,000 Victorias Secret Gift Card coming from tinyurl.com/freevsgc

All links using either tinyurl.com or t.co (disjunctive bot groups).

Example:

<table>
<thead>
<tr>
<th>tinyurl.com/freebb03</th>
<th>tinyurl.com/freeipod8</th>
</tr>
</thead>
<tbody>
<tr>
<td>tinyurl.com/freebox360</td>
<td>tinyurl.com/freeikea5</td>
</tr>
</tbody>
</table>
Baits
Most targeted ones

Number of messages per bait

Average number of scam links per bot is 4.1
Bot’s lifespan

All bots disappear in less than 1.5 hours, excluding outliers

- 47.83% less 45 minutes
- 28.26% 46 mins - 1.5 hours
- 23.91% more 1.5 hours
The scam
URL Terminated

The TinyURL (freeigs) you visited was used by its creator in violation of our terms of use. TinyURL has a strict no abuse policy and we apologize for the intrusion this user has caused you. Such violations of our terms of use include:

- Spam - Unsolicited Bulk E-mail
- Fraud or Money Making scams
- Malware
- or any other use that is illegal.

If you received spam, please note that TinyURL did not send this spam and we do not operate any email lists. We can not remove you from spammer's database as we have no association with spammers, but instead we recommend you use spam filtering software.

About TinyURL

TinyURL.com is a free URL redirection service that allows you to make a long URL into a more manageable tiny URL. To learn more about TinyURL, please visit our homepage: http://tinyurl.com/
Congratulations!

GET A FREE VICTORIA'S SECRET $1,000 GIFT CARD,
details apply

ENTER EMAIL:

CONTINUE

By entering your email and continuing, you certify that you are a U.S. resident over the age of 18 and that you agree to the Privacy Policy and Program Rules.

SUMMARY OF PROGRAM REQUIREMENTS: To receive the reward you must: 1) be a U.S. resident at least 18 years of age or older; 2) Register with valid information; 3) Complete the user surveys; 4) Complete the following reward offers: 1 Silver, 2 Gold, and 2 Platinum offers (Available reward offers will vary. Some reward offers require a purchase. Credit card offers may require you to activate the card by making a purchase. Transferring a balance or taking a cash advance. 5) Follow the redemption instructions. All program requirements must be completed within 120 days of the date of registration. Allow 6-8 weeks for delivery. Limit of one (1) gift per household. No cash redemption value. Please read the Program Rules for complete program details. Your information will be shared with our marketing partners. Please read the Privacy Policy for more details.

GiftcardPrizesGiveouts.com is an independent rewards program for consumers and is not affiliated with, sponsored by or endorsed by any of the listed products or retailers. Trademarks, service marks, logos, and/or domain names (including, without limitation, the individual names of products and retailers) are the property of their respective owners.

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Privacy Policy : Program Rules : Unsubscribe
Own it First
Get Diablo® III FREE, details apply
Includes a $250 GameStop® gift card!

Enter ZIP:

Continue

Fulfillment may be delayed based on availability. Once you have completed the Program Requirements, if the product is not yet available to offersgonewild, you may choose the equivalent item or the cash equivalent if you do not wish to wait for our ability to fulfill this offer.

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¡Atrapa tantos iPhones como puedas y GANA el iPhone4!

Tienes 15 segundos!

Al acceder a este servicio y enviar la clave al código 797979, aceptas tu suscripción a nuestro servicio. El coste del servicio de suscripción es de 1,42€ por sés al recibir (iva incluido) más el coste de navegación wap que depende del operador que tengas contratado. Máx 9sms/semana. Ninguna tarifa incluye IVA. Pueden aplicarse tarifas de mensajes estándar /otro. Fecha de cierre de la campaña: miércoles, 08 de febrero de 2012 a 23:59 horas CEST. Esta es una campaña internacional. Puede ofrecerse premio equivalente. La suscripción se renovará automáticamente. Puede interrumpirse enviando DAJA al 797979. Tu teléfono debe ser compatible con polifonía, tener Internet y capacidad de mensajes. Todos los cargos aparecerán en tu factura de teléfono o se debetran de tu saldo prepago. Debes ser el dueño de este dispositivo o tener permiso del dueño y tener al menos 18 años o bien tener el permiso de tu padre o tutor. Glomobi no está afiliado ni patrocinado por los productos o minoristas listados. Las marcas comerciales, marcas de servicios, logotipos (inclusos, sin limitación, nombres individuales de productos y minoristas) pertenecen a
Most users from USA
But we will see the real reason later
Untargeted Follower Packages

1000 UNTARGETED FOLLOWERS
Followers Delivered Within 10 - 14 Days
$29
BUY NOW!

2000 UNTARGETED FOLLOWERS
Followers Delivered Within 20 - 30 Days
$54
BUY NOW!

5000 UNTARGETED FOLLOWERS
Followers Delivered Within 45 - 60 Days
$125
BUY NOW!

10,000 UNTARGETED FOLLOWERS
Followers Delivered Within 90 - 110 Days
$235
BUY NOW!

172 tickets remaining
Legal aspects and money
Legal shielding

Affiliation program:

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Contacting them

13762 W. SR. 84, Davie, FL 33325

Cómo llegar  Mis sitios

13762 Florida 84
Davie, FL 33325, EEUU

Cómo llegar  Buscar en alrededores  Guardar en... más▼

Quizás quisiste decir:
W State Road 84, Fort Lauderdale, Broward, Florida 33325, EEUU
W State Road 84, Shenandoah Square, Davie, Broward, Florida 33325, EEUU
How much money?

FluxAds – PremiumRewardClub – Dell Adamo Laptop

Offer: PremiumRewardClub – Dell Adamo Laptop

Countries Allowed: United States

Payable Action: Email Submission

Notes: No Incentive Traffic

Accepted Traffic: Contextual, CPC, Display, Email, Search, Social

Payout: $1.30

Start Date: 2009-07-10

Expiration Date: 2029-12-31

Landing Page: View Landing Page

Signup: Join FluxAds

Share:
Some maths

Estimation on one of the sites (freeipadz.info)

Traffic according to Alexa around **600** visits a day

Suppose same traffic for all sites.
Suppose **2%** follow first link.
Suppose **2%** of them enter email address.

→ **3500** USD a year

Suppose not **2%** but **5%**

→ **22000** USD a year

This is just an estimation!!
Conclusions
Not such a Tweet: Could your latest follower be a hacker? Every day, 3.5 billion malicious Tweets spread spam and viruses

By ROB WAUGH
Last updated at 4:58 PM on 7th September 2011
How to stop this

Half life of a link in Twitter: 2.8 hours
How to stop this

Open questions:
- Is it possible from a **legal** perspective?
- Is it possible from a **technical** perspective?

From an attacker point of view, looks like a new promising “business”. Reminds you something?

Do **we** care about this campaigns?
Thank You

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Vicente Diaz, Senior Security Analyst, Kaspersky Lab
@trompi
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