Doodle

Battling Spam - a war story

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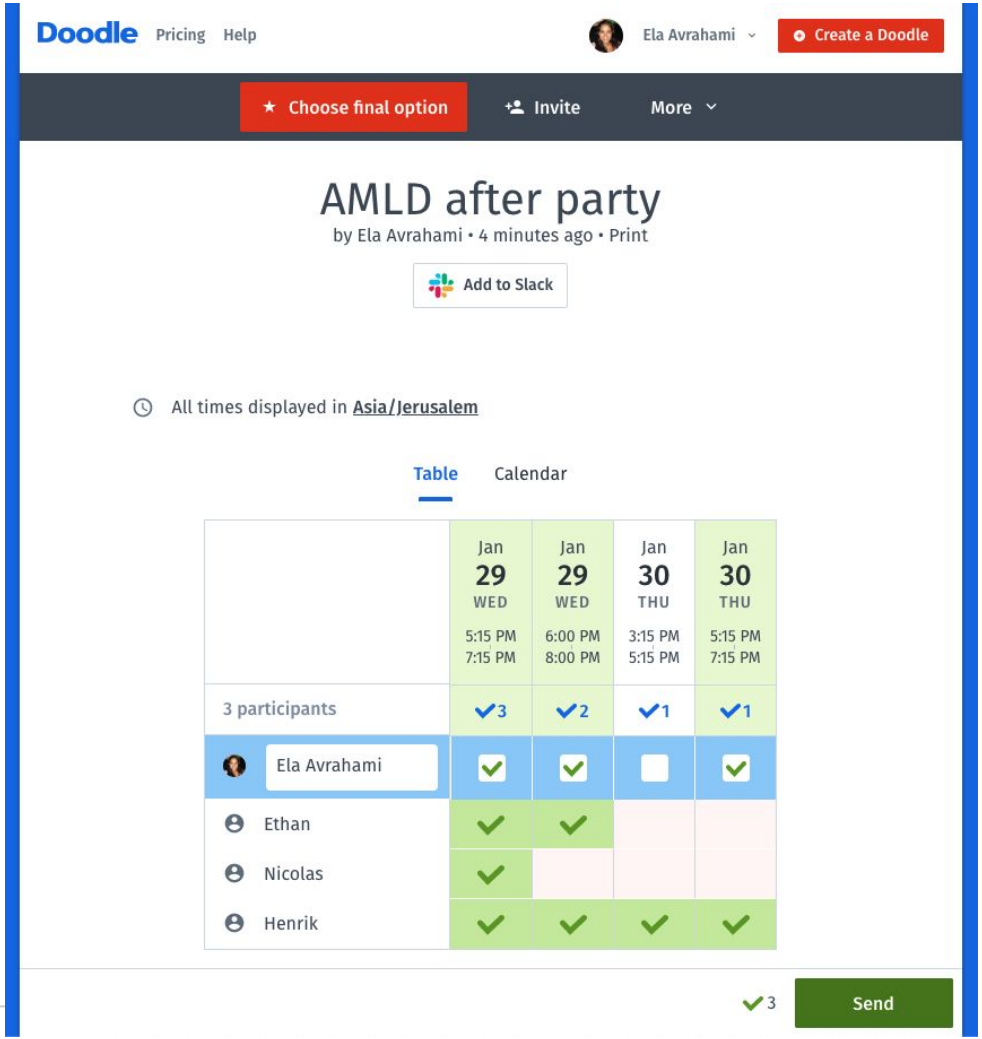
January 28th, 2020

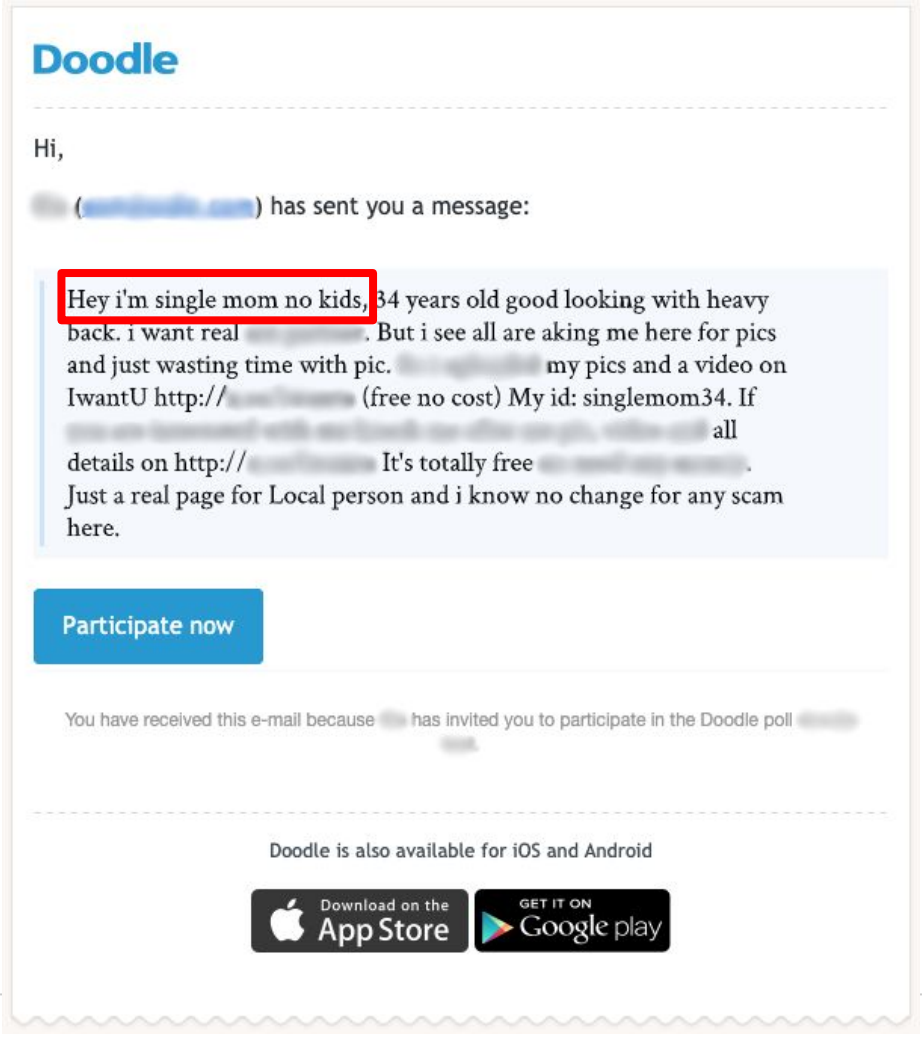
Doodle

Schedule time with anyone

on any calendar platform



Spam Example



Doodle

Hi,

[redacted] has sent you a message:

Hey i'm single mom no kids, 34 years old good looking with heavy back. i want real [redacted]. But i see all are aking me here for pics and just wasting time with pic. [redacted] my pics and a video on IwantU http://[redacted] (free no cost) My id: singlemom34. If [redacted] all details on http://[redacted] It's totally free [redacted]. Just a real page for Local person and i know no change for any scam here.

Participate now

You have received this e-mail because [redacted] has invited you to participate in the Doodle poll [redacted]

Doodle is also available for iOS and Android

Download on the App Store

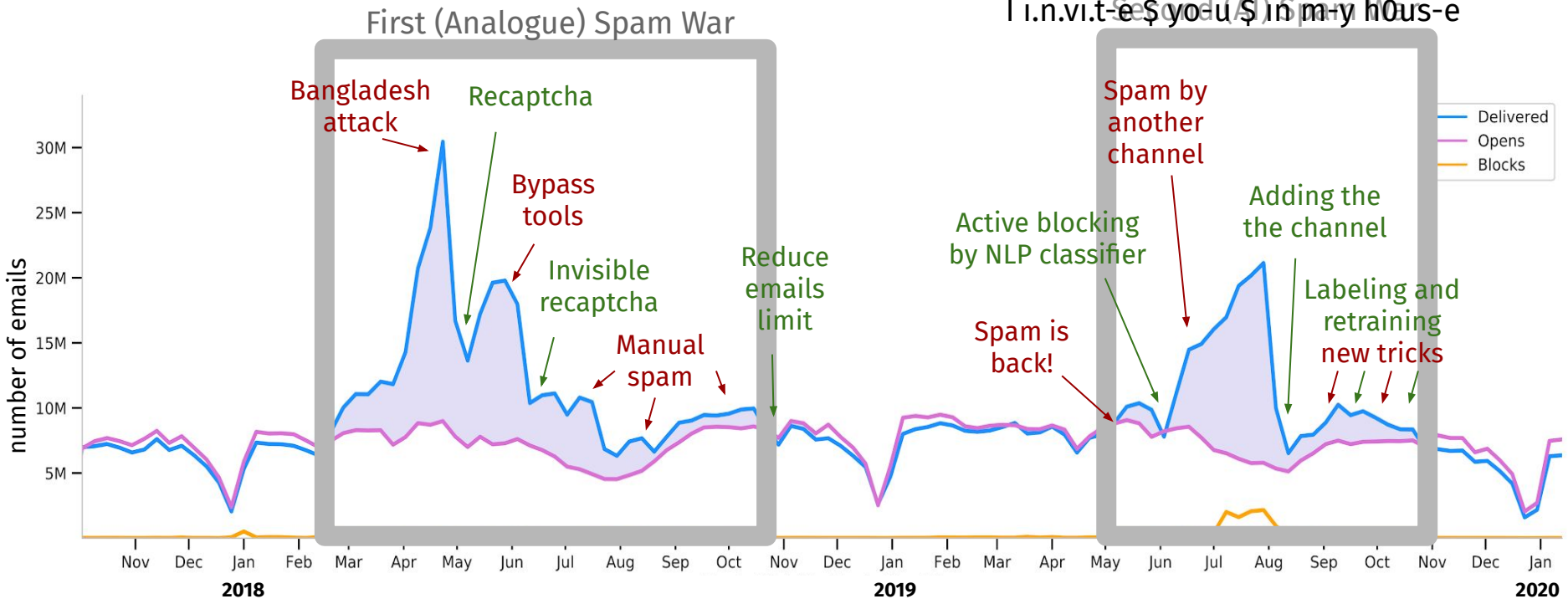
GET IT ON Google play

When and what?

I invite you in my house

I invit-e yo-u in my house

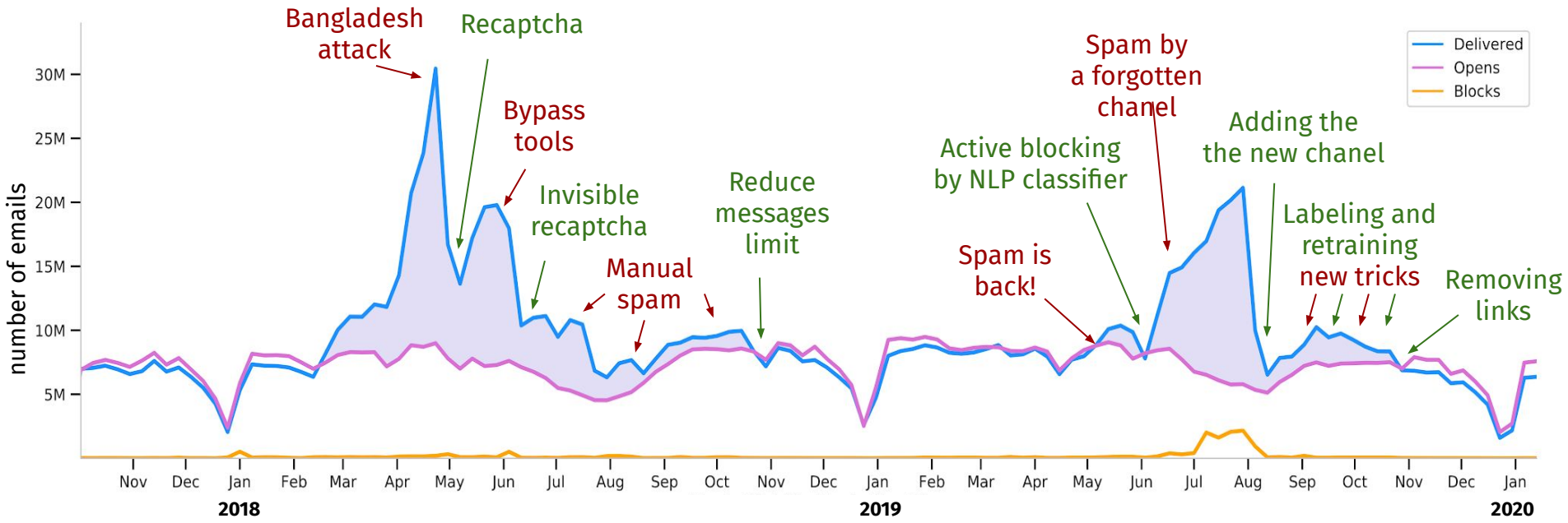
I i.n.vi.t-e $ yo-u $ in m-y h0us-e



Week of Oct 02 - Week of Jan 13

The current model

When and what?



Week of Oct 02 - Week of Jan 13

Summarizing our war

- We started this as a NLP project
- Quickly it became an adversary problem
- We combine our NLP model with traditional solutions to tackle this correctly
- Company awareness towards data

Special thanks to my team