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SPAM. WHY IS THERE NO SENSE IN SUCH A THING?

Spam is a well-known term and nowadays it is used for unsolicited or undesired electronic messages which we face almost every day in all forms, such as: emails, instant messaging spam, Web search engine spam, spam in blogs, wiki spam, online classified ads spam, mobile phone messaging spam, Internet forum spam, social networking spam, social spam, television advertising and file sharing spam. However, few people know that it was named after Spam, a luncheon meat, after the Monty Python sketch in which Spam (the luncheon meat) was included in almost every meal.

The purpose of this paper is to look at the efficiency of spam and its practicability as a form of promotion. It is a well-known fact that the main criterion of efficiency is conversion. Conversion marketing is an ecommerce phrase most commonly used to describe the act of converting site visitors into paying customers. Hence, the goal of commercial spam is to raise the conversion of the website (internet store).

According to a recent survey studying how the spam change the conversion showed the following. Taking into account that 1 million messages will cost about 150\$ and it seems like a good opportunity. However, statistically speaking, state-of-the-art spam filters block about 97-98% of spam, thus 1 million is reduced to 20-30 thousand messages which results in dramatic rise in the costs of each message. Moreover, latest research shows that among all spam receivers only 1% really pay attention to what is in it for many reasons, such as standardized text, poor content and so on. So, in the end the spammers have got about 300 mails delivered with enormous costs with conversion growth barely noticeable.

To sum it up, spam:

- costs money;
- makes (almost) no results;
- takes vast amount of gigabytes on the mail system's servers;
- and slows down the internet connection all over the world.
- Taking into account all the above, it should be noted that there are far more efficient ways of spending money in order to raise conversion and, hopefully, someday people will understand this.