

Fact Sheet:

Understanding & Combating Spam Text Tactic Evolution

Introduction:

Spam texts are evolving beyond simple, obvious scams. Modern spammers are increasingly sophisticated, using vague and conversational tactics designed to engage recipients in prolonged dialogue. These tactics are based on carefully crafted personas that adapt based on your responses, making it harder to identify and ignore them.

Key Points:

- Spammers often begin with open-ended or ambiguous questions such as:
 - "Hello, is this the person I met last week?"
 - "Can we get together at that new bistro?"
 - "Guess who I am?"
- These openers are designed to bait curiosity and make the recipient engage, even if briefly.
- Responses from the recipient feed data back to the spammer, allowing them to adjust their persona and maintain communication.
- The more prolonged the dialogue, the more the spammer can gather or manipulate, potentially leading to more serious phishing or monetary scams.
- Spammers rely on a “numbers game.” Even a low success rate can result in thousands of monetary gains.
 - Example: A 1% engagement rate from 1 million texts means 10,000 possible victims.
 - If 3% of those engage monetarily (at \$100), the spammer could earn \$30,000 for very little effort.

Actions to Take:

1. **Do not engage** with unknown senders. Don't reply to vague or unexpected messages.
2. **Block and delete** spam numbers immediately to prevent further communication.
3. **Report spam** texts to your service provider for extra protection.
4. **Stay informed** about new spamming tactics so you can recognize potential threats.
5. **Protect your information**—don't share personal details with unknown contacts, even in casual conversation.