

Profitability of SPAM / UCE / bulk email ... correctness of calculations help needed!

Source: <http://sci.tech-archive.net/Archive/sci.math.num-analysis/2004-10/0295.html>

From: <http://HireMe.geek.nz/> (mikehack_at_u.washington.edu)

Date: 10/18/04

Date: Sun, 17 Oct 2004 21:33:43 -0700

Profitability of SPAM / UCE / bulk email ... correctness of calculations help needed!

These calculations originate from my spreadsheet:
<http://HireMe.geek.nz/spam-properties.xls> (no macros used!)

= raw spreadsheet outcomes, rnd() used for best range of possibilities ==

Connection	Connection	messages	messages	messages	messages
bits / sec	bytes / sec	per second	per minute	per hour	per day
346,000	43,250	12.51	750	45,000	270,000
raw msg	prop				
255,000	31,875	9.22	553	33,180	199,080
raw msg	prop				
120,000	15,000	4.34	260	15,600	93,600
raw msg	prop				
114,000	14,250	4.12	247	14,820	88,920
raw msg	prop				
64,000	8,000	2.31	138	8,280	49,680
raw msg	prop				
50,000	6,250	1.81	108	6,480	38,880
raw msg	prop				
33,600	4,200	1.22	72	4,320	25,920
raw msg	prop				

successful money made money made money made Transmission CC approval money made

messages	per day	per day	per week	per year	kbits/sec	rate	per hour	per hour
1232	15,285.37	106,997.59	2,032,954.16	338	205.3	2,547.56		
909	11,277.92	78,945.46	1,499,963.74	249	151.5	1,879.65		
427	5,297.77	37,084.39	704,603.43	117	71.2	882.96		
406	5,037.22	35,260.57	669,950.80	111	67.7	839.54		
226	2,803.97	19,627.80	372,928.28	63	37.7	467.33		
177	2,196.03	15,372.22	292,072.15	49	29.5	366.01		
118	1,464.02	10,248.15	194,714.77	33	19.7	244.00		
UK Pounds	UK Pounds	UK Pounds						

Cost per AUD	AUD	AUD	Transmission	Msgs	Sent	Bytes	MB	{year}
house assumed at	Income	House(s)	Speed	bits/sec	60	mul	corr	(raw) div: 1k/1g
\$234,123	\$5,033,395	34	5/8	346,000	35,910,000	15,552,000,000	15,188	
\$3,713,763	25	5/8	255,000	26,477,640	11,467,008,000	11,198		
UKP \$1,744,529	12	120,000	12,448,800	5,391,360,000	5,265			
\$1,658,733	11	3/8	114,000	11,826,360	5,121,792,000	5,002		

sci.math.num-analysis: Profitability of SPAM / UCE / bulk email ... correctness of calculations help needed!

√ \$923,334 6 3/8 64,000 6,607,440 2,861,568,000 2,795
AUD \$723,142 5 50,000 5,171,040 2,239,488,000 2,187
2.48 \$482,095 3 3/8 33,600 3,447,360 1,492,992,000 1,458

Message size 3456 bytes Messages One successful avg. given Offer sales
best ~ 1k, worst 4k html success message per per msg 5.00 50% (% x offer) =
2.50 coeff 1
0.46% 219 12.41 10.00 20% (% x offer) = 2.00 coeff 2
Transmission HRS 6 per day (of all sent msgs) F9 (recalc)! UKP 20.00 15% (%
x offer) = 3.00 coeff 3
Working 'year' 133 days 0.05% <- worst Offer-STDV 50.00 9.5% (% x offer) =
4.75 coeff 4
Working months 4 1/2 imputed 0.91% <- best 35.16 100.00 5.5% (% x offer) =
5.50 coeff 5

1.00 <-sum % = 1 12.4070 <-avg^~2
Return on Investment Calculations ROI (kilobits/hr) Income ROI (raw) ROI %
checksum! weighted
Minnum Wage Rate \$4.56 Per Hour 346,000 \$2,032,954 337.18
New PC \$1,000 255,000 \$1,499,964 248.78
Email DB \$250 CD ROMs 120,000 \$704,603 116.86
Email Programs \$150 month use 114,000 \$669,951 111.12
Bank Fees \$200 setup + mail 64,000 \$372,928 61.85
Web Link \$789 ISP-DSL 50,000 \$292,072 48.44
Min Wage Salary \$3,636 33,600 \$194,715 32.30
TOTAL \$6,029 USD

MIME-html html-only
Message size text: 2851 1.212 MIME encoding penalty
Message words: 396 7.2 chars / word
Message phrases: 36 11 words / phrase

Exotic Random
Number Generator
219 v 1.0 best
953 v 1.1b proto
472 v 1.2b proto