

# STANDD

Sex Trafficking Analytics for Network Detection and Disruption

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# Background

<https://slate.com> › news-and-politics › 2010/09 › craigsl... ⋮

## Craigslist shuts its "adult" section. Where will sex ads go now?

Sep 7, 2010 — Friday evening, after years of vilification for allegedly fostering sexual abuse, **Craigslist** shut down its “adult services” section.

# Background



# Background

backpage

Choose a location

Alabama  
Auburn  
Birmingham  
Dothan  
Gadsden  
Huntsville  
Mobile  
Montgomery  
Muscle Shoals  
Tuscaloosa

Alaska  
Anchorage  
Fairbanks  
Juneau  
Kenai Peninsula

Arizona  
Flagstaff  
Mohave  
Phoenix  
Prescott  
Show Low  
Sierra Vista  
Tucson  
Yuma

Arkansas  
Fayetteville  
Fort Smith  
Jonesboro  
Little Rock

California  
Bakersfield  
Chico  
Fresno  
Humboldt  
Imperial  
Inland Empire  
Long Beach  
Los Angeles  
Mendocino  
Merced



Post ad

## backpage.com and affiliated websites have been seized

as part of an enforcement action by the Federal Bureau of Investigation, the U.S. Postal Inspection Service, and the Internal Revenue Service Criminal Investigation Division, with analytical assistance from the Joint Regional Intelligence Center.

Other agencies participating in and supporting the enforcement action include the U.S. Attorney's Office for the District of Arizona, the U.S. Department of Justice's Child Exploitation and Obscenity Section, the U.S. Attorney's Office for the Central District of California, the office of the California Attorney General, and the office of the Texas Attorney General.

Backpage record certification requests should be sent to [backpage\\_request.mbx@fbi.gov](mailto:backpage_request.mbx@fbi.gov).

Please remember to attach the records you need certified and the certification document that you are requesting to be complete and returned to you. Please allow 2-3 days for your request to be processed. If you have a record certification request that requires urgent attention,

Indicate that by including the word "URGENT"

In the subject line of your email.

**April 6, 2018**

[Worcester](#)

[Harrisburg](#)

# Background

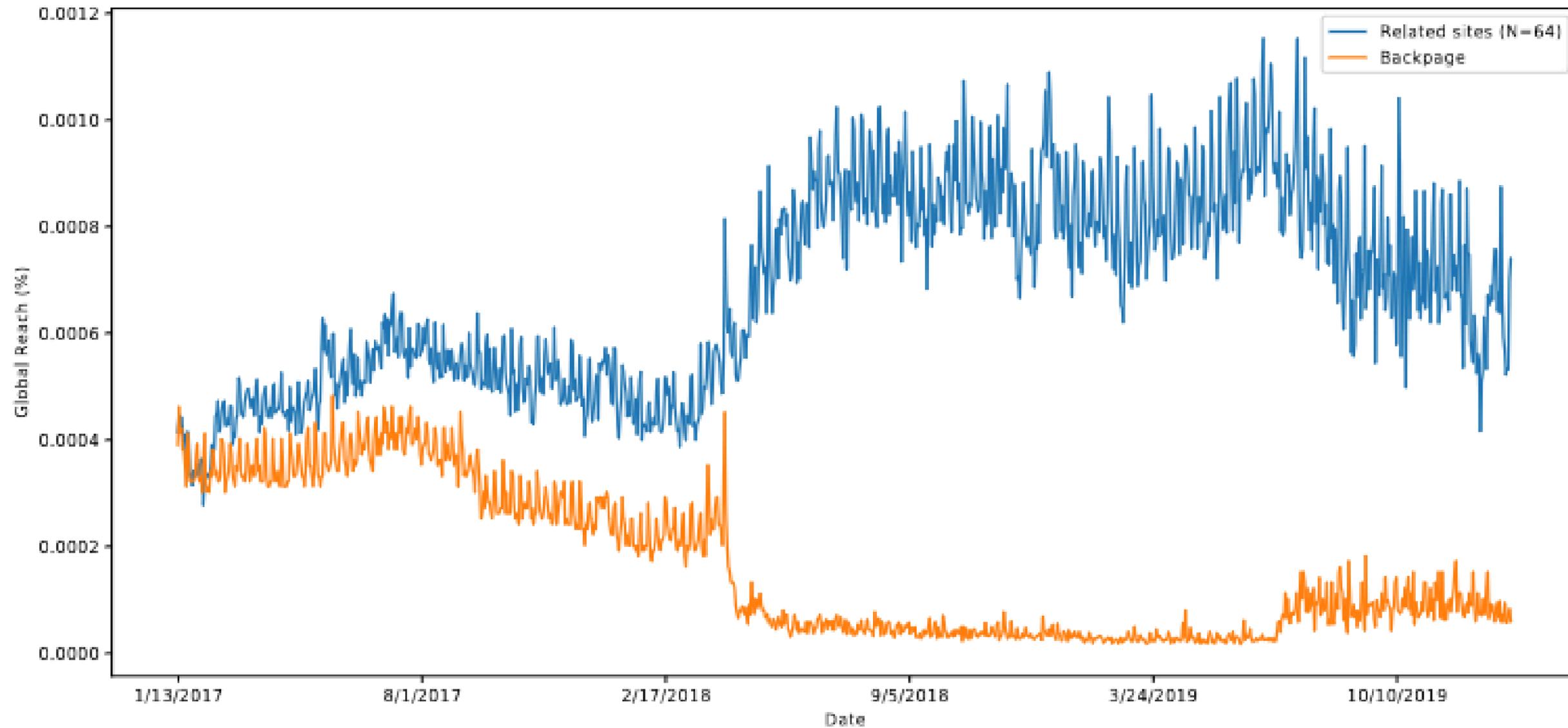


Figure: Global Reach of Online Sex Marketplaces

# How Can Escort Data Help In the Fight Against Sex Trafficking?

- Traffickers use the Internet to sell sex trafficked victims.
- Obtaining and analyzing data is extremely difficult.
- Data that can help rescue sex trafficked victims goes unused.

## Challenges

- High volume of ads, sites frequently change data formats
- Difficult to link ads to a single individual, the "Giant Component"
- Disparate data types (text, numeric, and image data)
- Data and structural inconsistencies across sites
- Scam ads, misappropriated data, identity-hiding

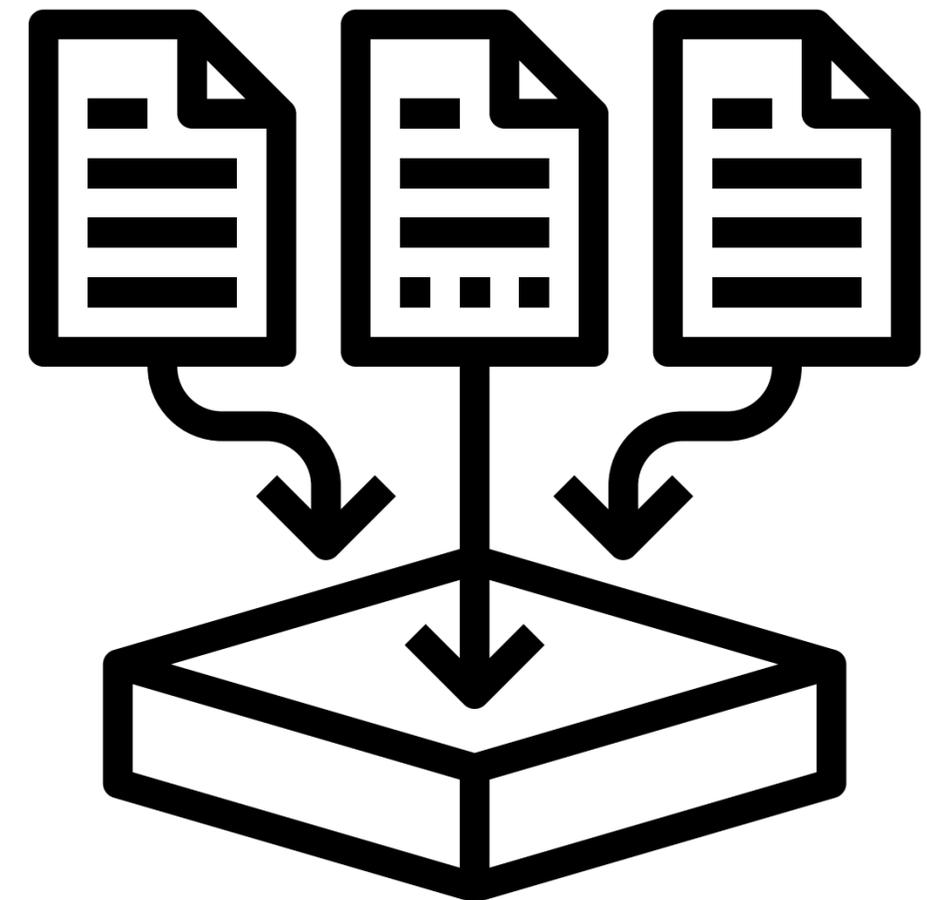
# Who we are and what we do

We gather relevant data from escort websites, normalize it, and separate the signal from the noise.

Then we share our findings with our partners.

# Data Collection

- 24/7 Data Collection (Web Scraping)
- Includes 11 Active Sites
- In total, we have data on over 227 million ads dating back to 2020
- Current Average Daily Volumes
  - ~100,000 unique ads
  - ~300,000 images

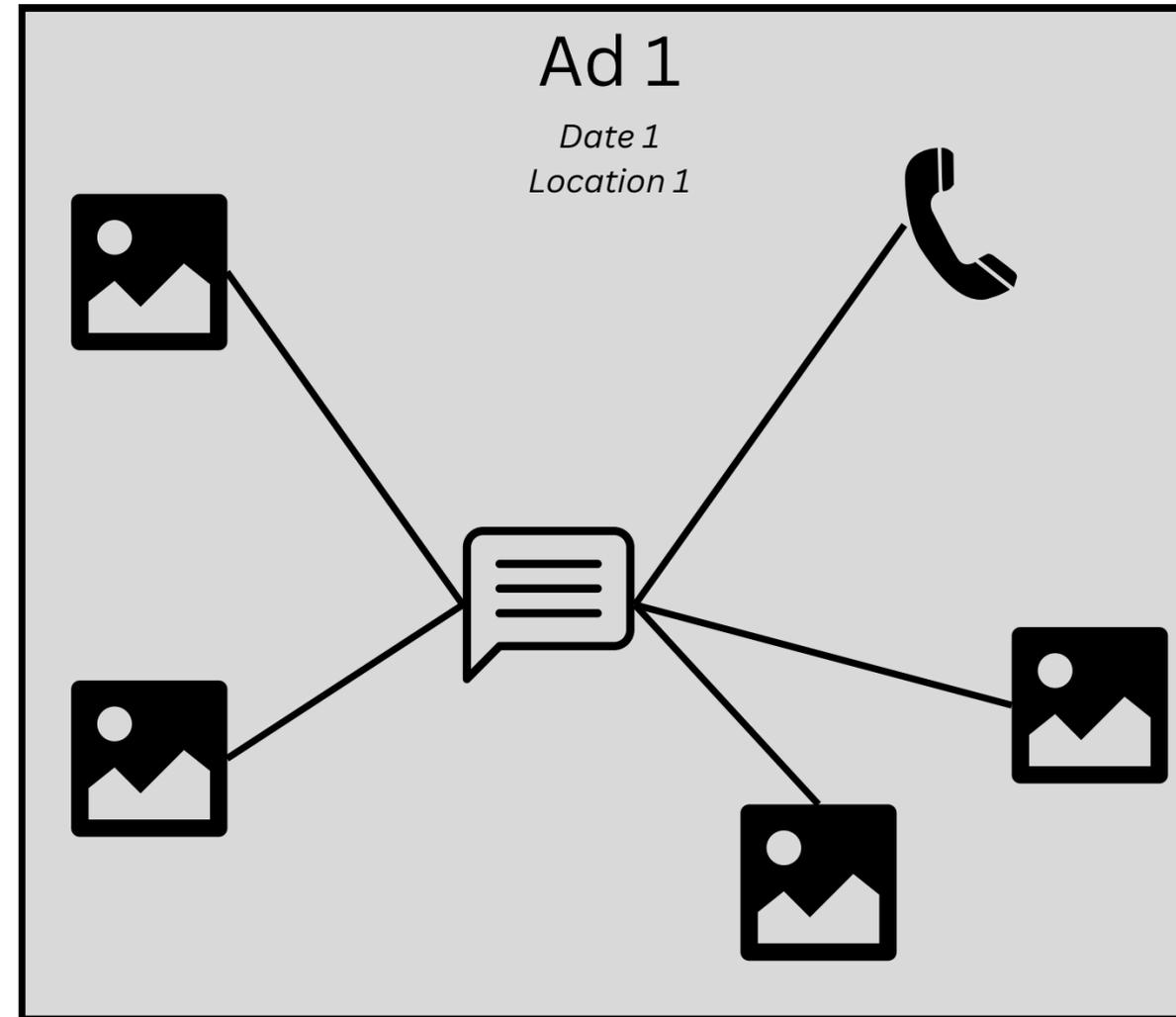


# Importance of Ad Linking

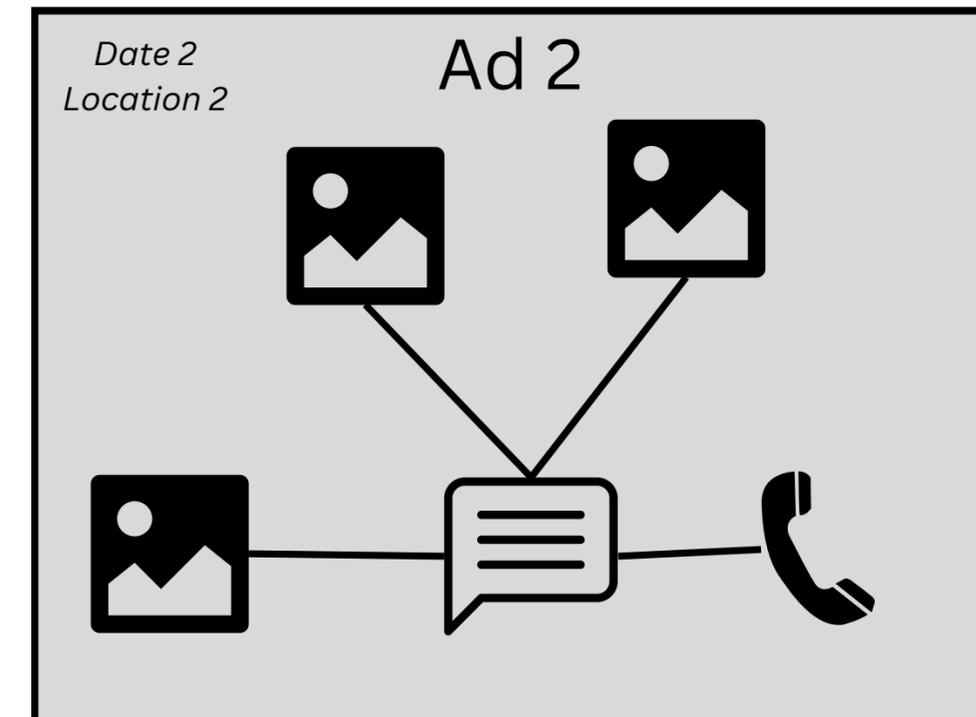
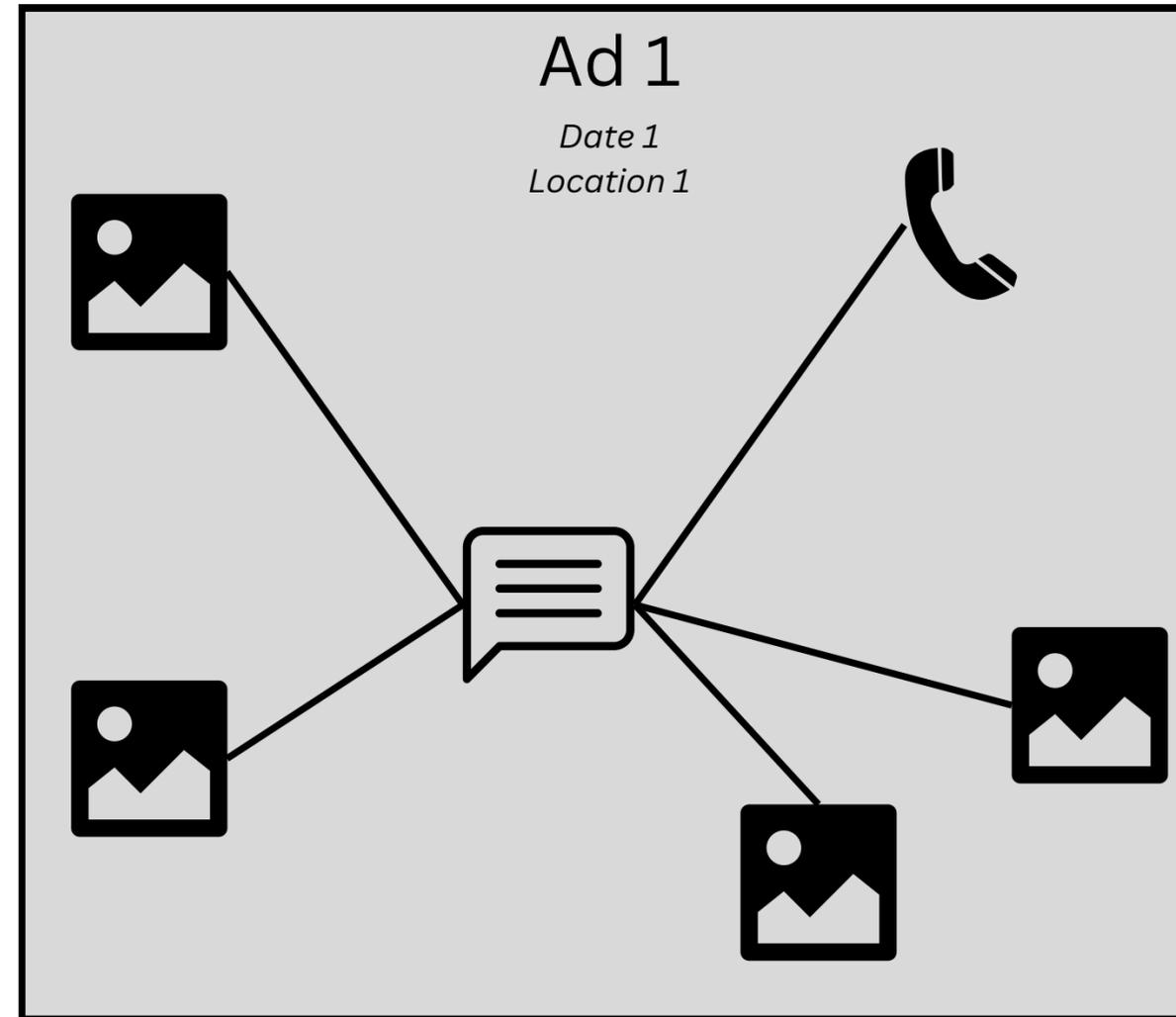
How many ads represent an individual?

- Say we have 1,000 ads.
  - Is that 1,000 people posting once each?
  - Is it 10 people posting 100 times each?
  - Is it 25 people posting 40 times each?

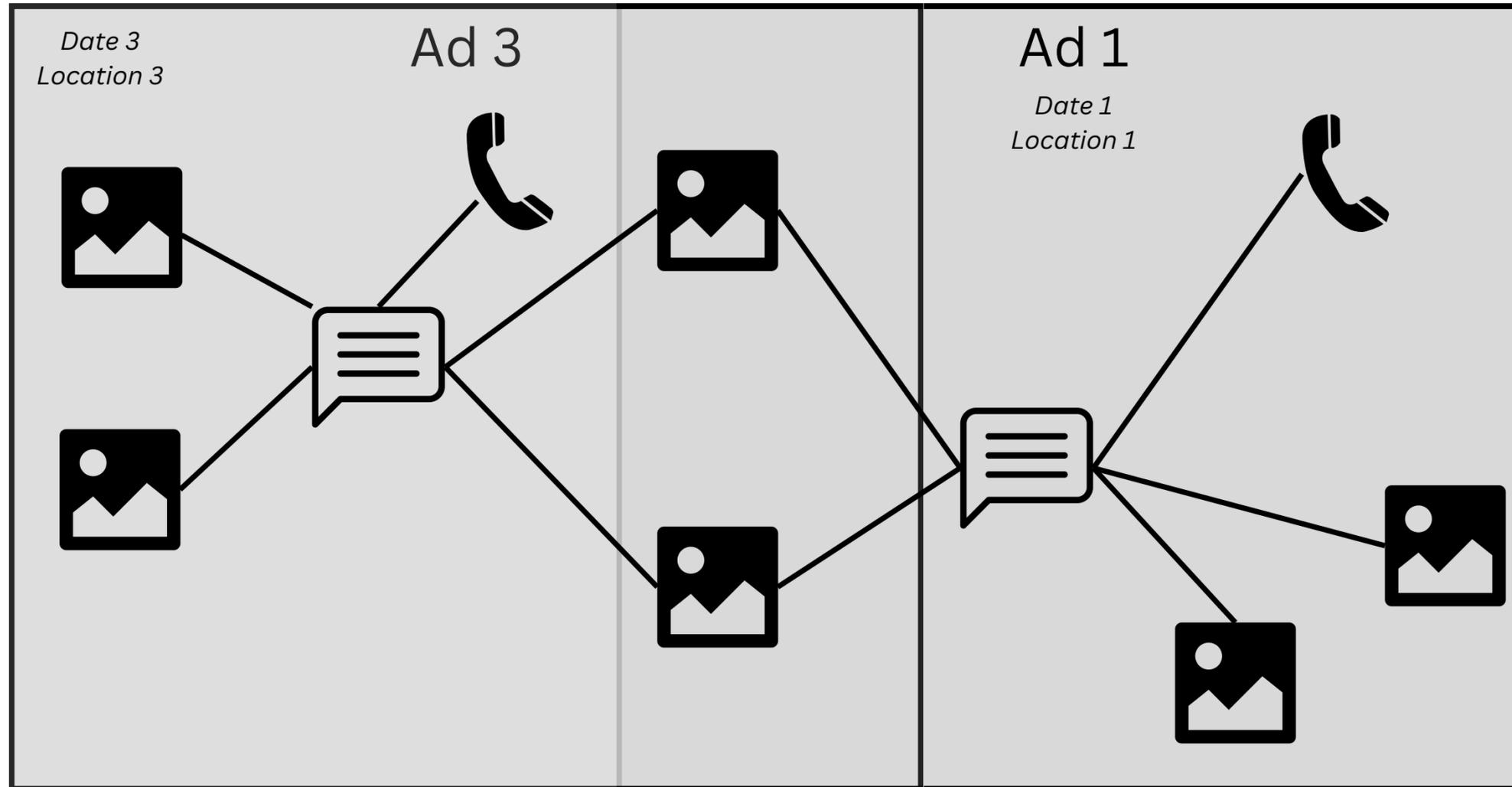
# Data Representation



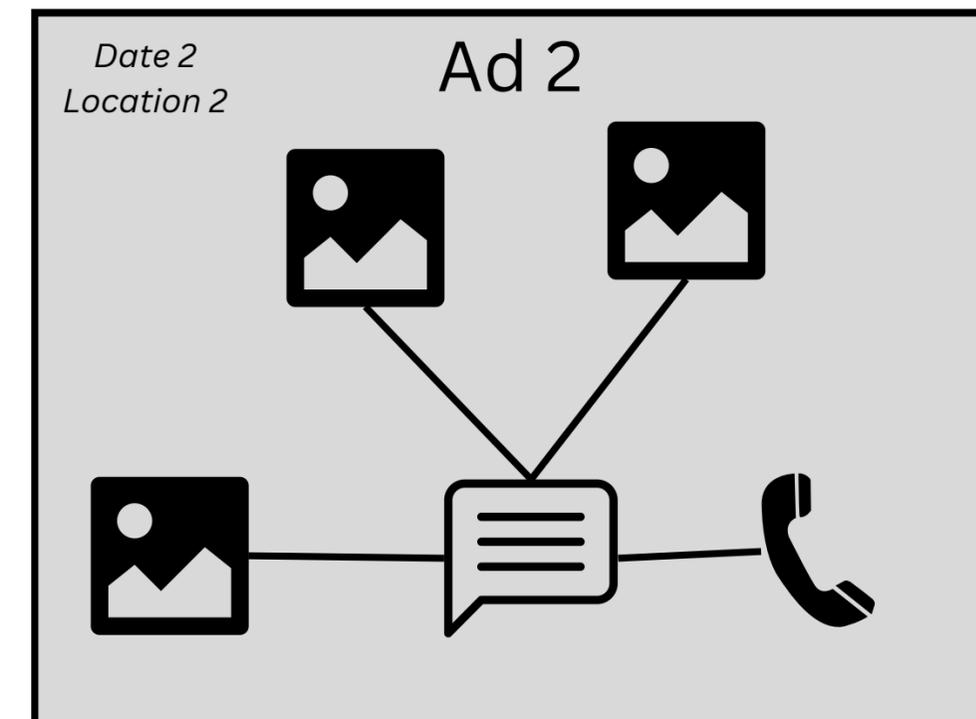
# Data Representation



# Data Representation

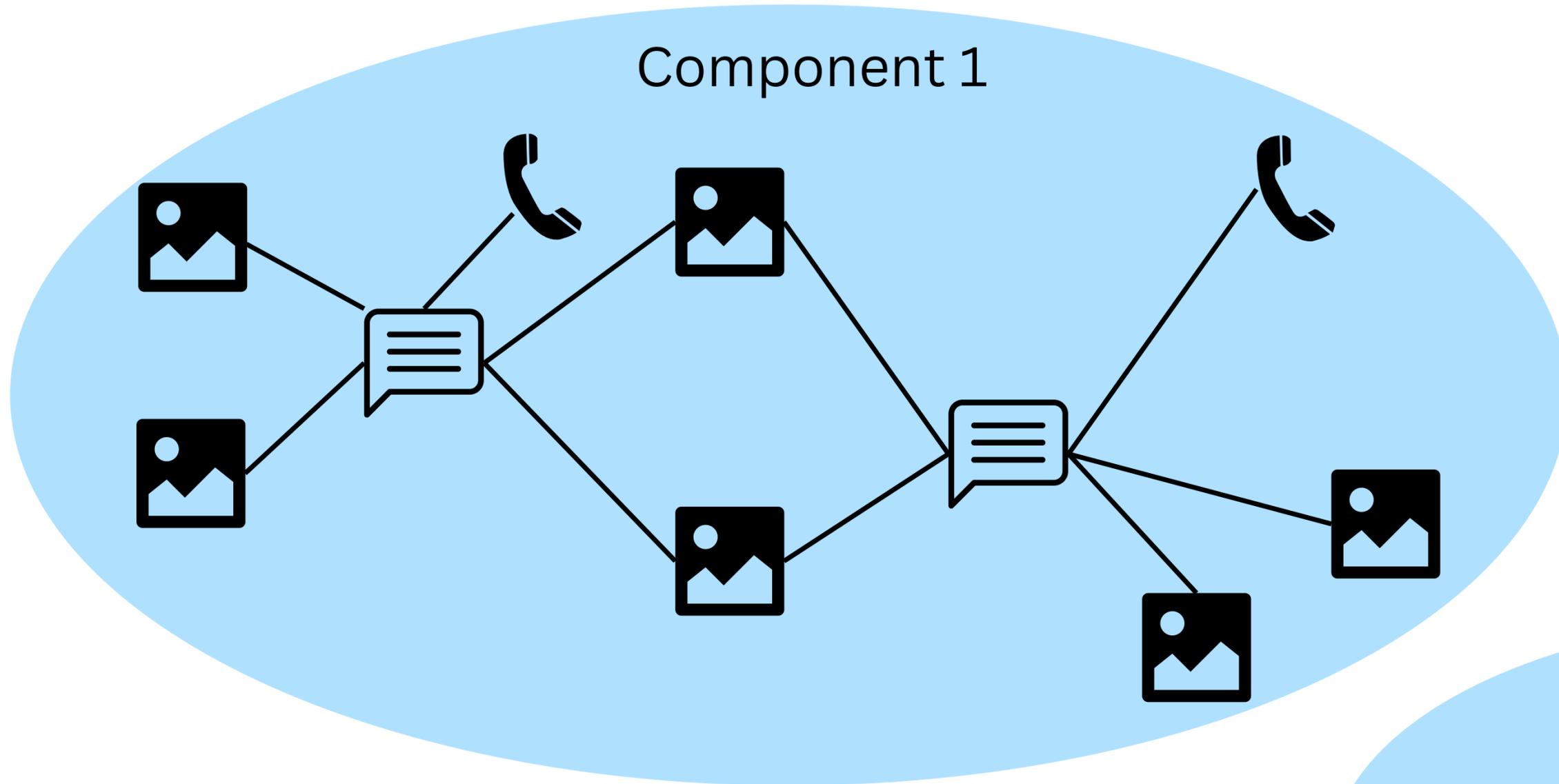


Ad 1 and Ad 3 have two images in common.

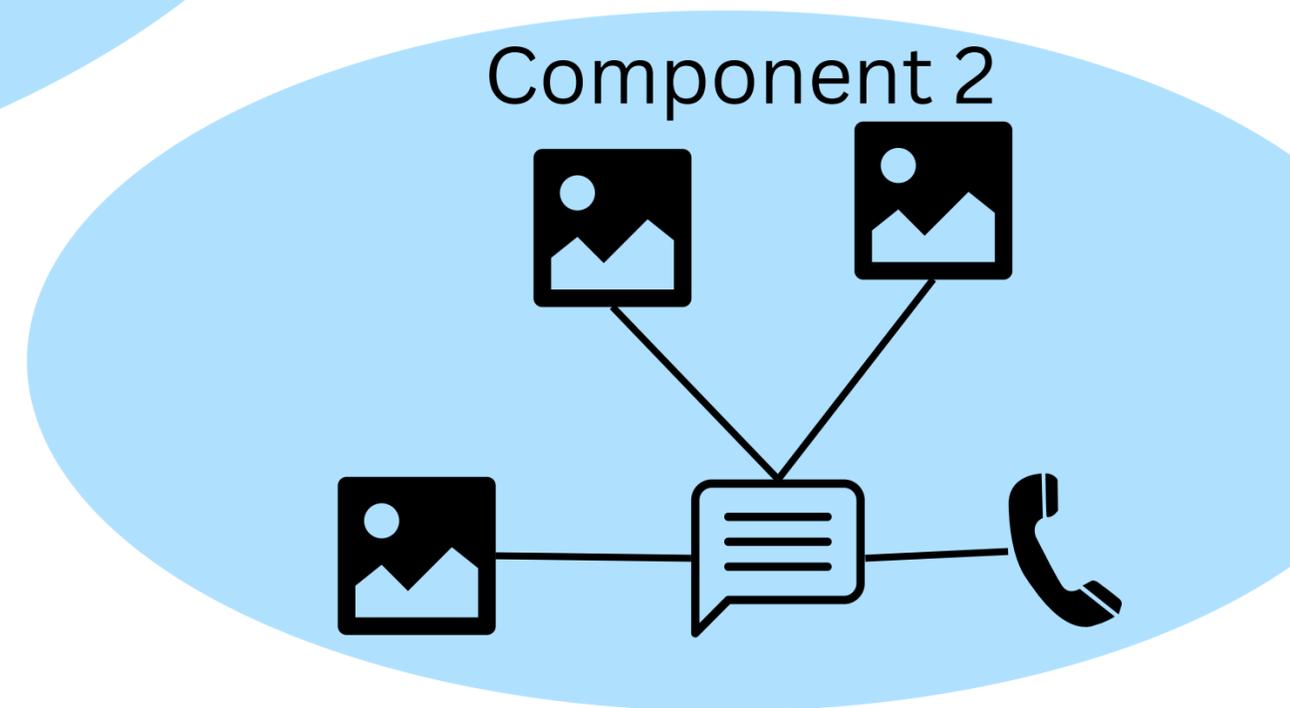


# Data Representation

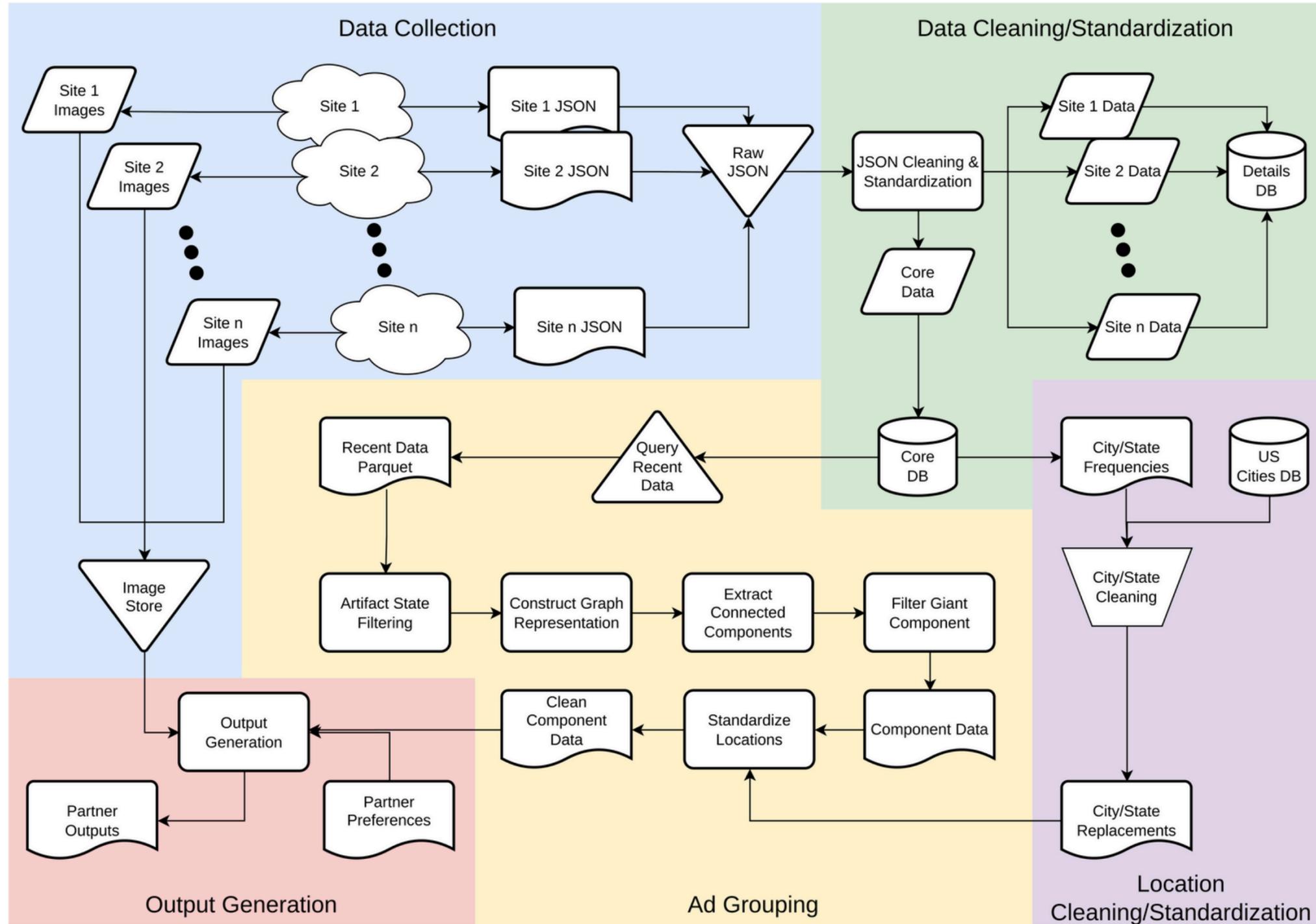
Component 1



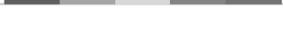
Component 2



# Analytical Pipeline



# Outputs

Component	Observations	Adjacency	Target Frequency (% of URLs)	Top Site	Top State	Recent Phone	Recent Post
19445	47	95	38		Alabama (38%)		👉 CAMBODIAN PLAYMATE BaCk iN ToWn👉👉👉 Available →□□□👉
22115	232	100	29		Alabama (96%)		Oceannea is here 🙄
22126	219	100	37		Alabama (100%)		Ts LaLa Here!!(Private) !!👉 Try something New!!🔥👉👉
22179	294	100	54		Alabama (100%)		You got a Real 1👉👉 Hit Me Up👉👉👉
22203	71	100	30		Alabama (100%)		 outcall🙄
22266	168	100	26		Alabama (93%)		STARR👉
22305	73	100	55		Alabama (100%)		car Plays👉 QV DEALS
22340	49	100	27		Alabama (100%)		Fact: What u do on NewYears is what you will be doing all year...
22454	79	100	33		Alabama (94%)		👉👉 QUEEN👉👉 NO GAMES NO DEPOSIT

- Allows law enforcement and non-profit partners to quickly scan active posters, see basic summary statistics on recent activity, and get recently advertised contact information.
- Does not require visiting sites and being exposed to explicit images, a significant benefit for our non-profit partners that rely on volunteers, some of whom may be former victims

# Outputs



Component 19445	Observations 47	Adjacency 95	Target Frequency (% of URLs) 38	Top Site	Top State Alabama (38%)	Recent Phone	Recent Post CAMBODIAN PLAYMATE BaCk iN ToWn Available → ☐☐☐ ✨
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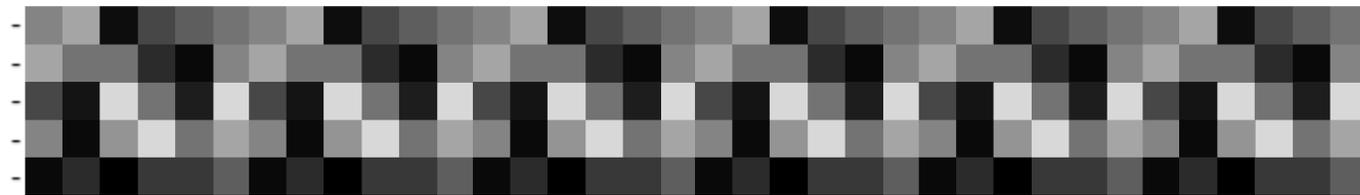
## Component 19445

Variable	Value
Unique URLs	47
Adjacency	95%
Top States	Alabama (38%), Louisiana (30%), Tennessee (17%)
Top Sites	
Target Frequency	38%

## Recent Posts

- CAMBODIAN PLAYMATE BaCk iN ToWn Available → ✨
- 2 GiRiS aRe BeTtEr ThAn 1 ! 2 Girl specials available
- NEW CAMBODIAN PLAYMATE Available → ✨
- CAMBODIAN PLAYMATE is Backk in ToWn Available → ✨
- NEW Cambodian PLAYMATE Ask About My 2 GirlSpecials

## Recent URLs



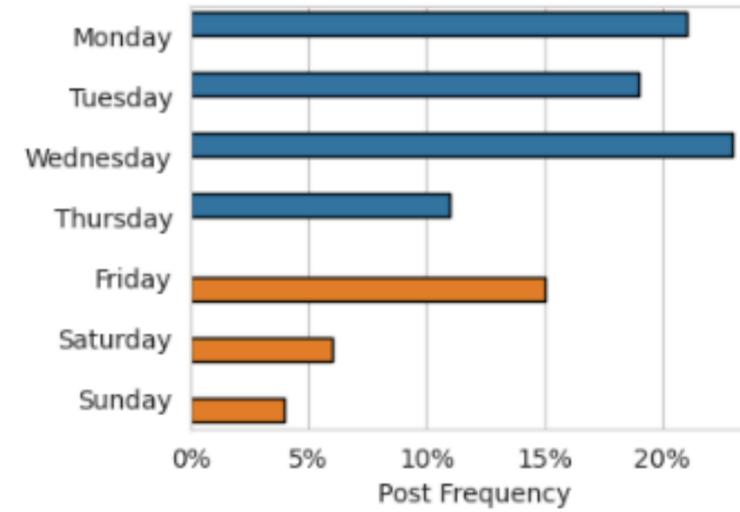
## Recent Phone Numbers



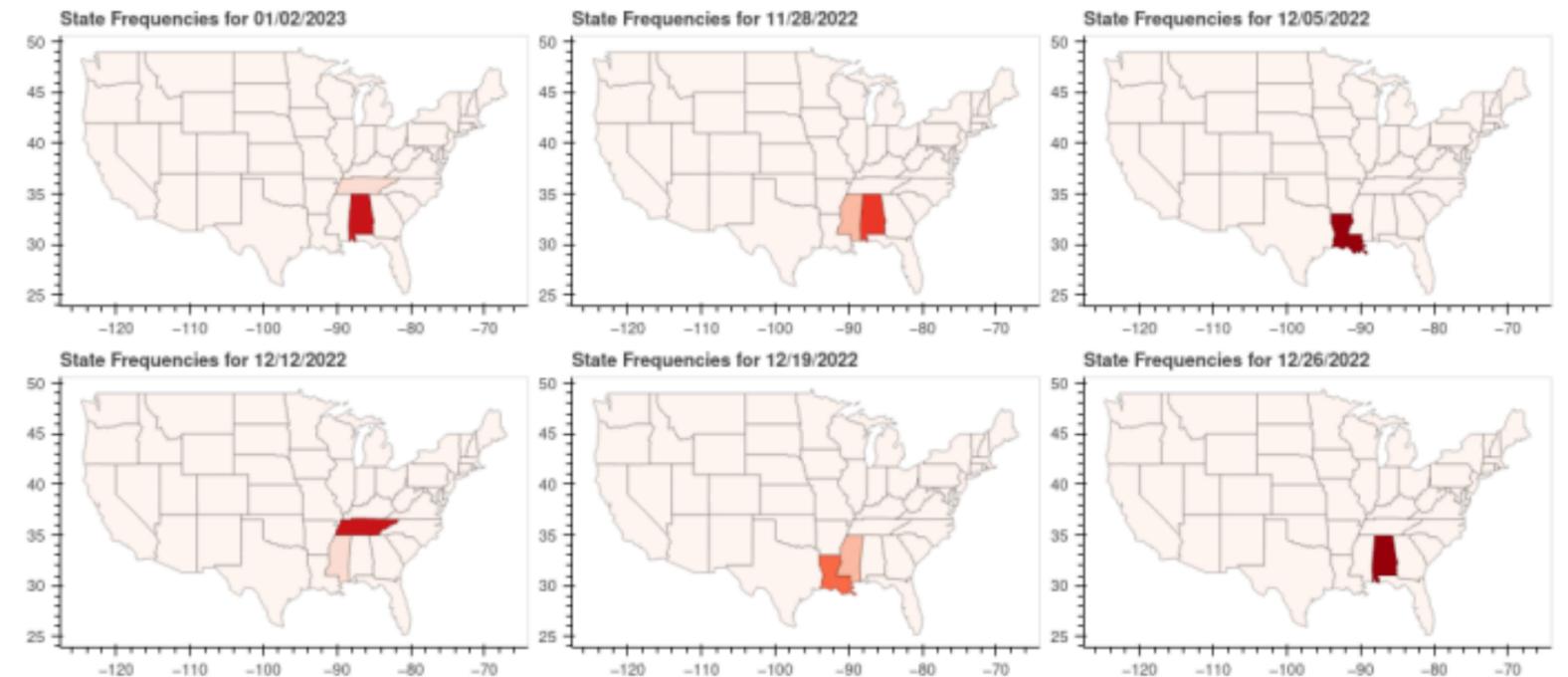
## Recent Images



## Posting Frequency by Day of Week



## Recent Posting Locations





# Impacts

- Since 2021, we have assisted with the:
  - identification and contact of **more than 60 potential sex trafficking victims**,
  - arrest of at least 6 individuals for "promoting prostitution,"
  - arrest of more than 65 offenders for "traveling to meet a minor," and
  - the arrest of more than 260 "johns."
- For both our LEO and NPO partners, our pipeline takes care of identifying and linking ads, allowing them to:
  - be more efficient with resources (no need to manually search ads),
  - increase effectiveness (scam ad removal), and
  - avoid the mental distress associated with manually searching ads.