

# Grid<sup>®</sup> Report for Security Awareness Training | Spring 2023



## Security Awareness Training Software

|              |  |  |  |  |  |  |  |                 |  |                 |
|--------------|--|--|--|--|--|--|--|-----------------|--|-----------------|
| Contenders   |  |  |  |  |  |  |  | Leaders         |  | Market Presence |
|              |  |  |  |  |  |  |  |                 |  |                 |
|              |  |  |  |  |  |  |  |                 |  |                 |
|              |  |  |  |  |  |  |  |                 |  |                 |
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|              |  |  |  |  |  |  |  |                 |  |                 |
|              |  |  |  |  |  |  |  |                 |  |                 |
| Niche        |  |  |  |  |  |  |  | High Performers |  |                 |
| Satisfaction |  |  |  |  |  |  |  |                 |  |                 |

G2 Grid<sup>®</sup> Scoring

(Security Awareness Training Software continues on next page)

# Security Awareness Training Software (continued)

## Security Awareness Training Software Definition

Security awareness training software provides businesses with online courses to train and assess their employees' security readiness. Businesses use these tools to outsource security training to specialized providers with experience and courses specific to a variety of security measures. Many of these tools deliver simulated attacks or fraudulent emails to help employees better identify malicious content before encountering it in real-life scenarios.

While some [online course providers](#) offer security awareness training, the products listed in this category are courses specific to cybersecurity and information security in the workplace.

To qualify for inclusion in the Security Awareness Training category, a product must:

- ▶ Provide educational security courses
- ▶ Offer online classes or a web-based educational content
- ▶ Provide training and assessment tools

## Security Awareness Training Grid® Scoring Description

Products shown on the Grid® for Security Awareness Training have received a minimum of 10 reviews/ratings in data gathered by March 07, 2023. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [KnowBe4 Security Awareness Training](#), [Hoxhunt](#), [MetaCompliance Security Awareness Training](#), [Infosec IQ](#), [Proofpoint Security Awareness Training](#), [Arctic Wolf](#), [SoSafe](#), and [Immersive Labs](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [PhishingBox](#), [NINJIO Security Awareness](#), [usecure](#), [CybeReady Security Awareness Training Platform](#), [Curricula](#), [Carbide](#), [Hook Security](#), [CyberHoot Cybersecurity Awareness Training](#), [Phished](#), and [Defendify All-In-One Cybersecurity Solution](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [Webroot Security Awareness Training](#)
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [Secure Code Warrior](#), [ThreatCop](#), [CyberVista](#), [Inspired eLearning Security Awareness Training Solutions](#), [Avatao](#), [Global Learning Systems](#), [Symantec Phishing Readiness](#), [CultureAI](#), [Haekka](#), and [ThreatAdvice Cybersecurity Education](#)



# Grid® Scores for Security Awareness Training Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

## Leaders

|                                                            | # of Reviews | Satisfaction | Market Presence | G2 Score |
|------------------------------------------------------------|--------------|--------------|-----------------|----------|
| <a href="#">KnowBe4 Security Awareness Training</a>        | 1083         | 95           | 99              | 97       |
| <a href="#">Hoxhunt</a>                                    | 1551         | 98           | 72              | 85       |
| <a href="#">MetaCompliance Security Awareness Training</a> | 723          | 94           | 66              | 80       |
| <a href="#">Infosec IQ</a>                                 | 555          | 85           | 73              | 79       |
| <a href="#">Proofpoint Security Awareness Training</a>     | 186          | 61           | 82              | 71       |
| <a href="#">Arctic Wolf</a>                                | 20           | 62           | 59              | 61       |
| <a href="#">SoSafe</a>                                     | 45           | 63           | 53              | 58       |
| <a href="#">Immersive Labs</a>                             | 54           | 56           | 52              | 54       |

*(Grid® Scores for Security Awareness Training Software continues on next page)*

\* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



# Grid® Scores for Security Awareness Training Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

## High Performers

|                                                | # of Reviews | Satisfaction | Market Presence | G2 Score |
|------------------------------------------------|--------------|--------------|-----------------|----------|
| PhishingBox                                    | 121          | 71           | 48              | 59       |
| NINJIO Security Awareness                      | 67           | 68           | 41              | 54       |
| usecure                                        | 67           | 70           | 35              | 53       |
| CybeReady Security Awareness Training Platform | 48           | 67           | 38              | 53       |
| Curricula                                      | 35           | 68           | 37              | 52       |
| Carbide                                        | 34           | 55           | 35              | 45       |
| Hook Security: Security Awareness Training     | 44           | 66           | 23              | 45       |
| CyberHoot Cybersecurity Awareness Training     | 18           | 63           | 24              | 44       |
| Phished                                        | 38           | 52           | 34              | 43       |
| Defendify All-In-One Cybersecurity Solution    | 35           | 58           | 23              | 40       |

## Contenders

|                                     |    |    |    |    |
|-------------------------------------|----|----|----|----|
| Webroot Security Awareness Training | 46 | 45 | 52 | 48 |
|-------------------------------------|----|----|----|----|

(Grid® Scores for Security Awareness Training Software continues on next page)

\* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



# Grid® Scores for Security Awareness Training Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

## Niche

|                                                            | # of Reviews | Satisfaction | Market Presence | G2 Score |
|------------------------------------------------------------|--------------|--------------|-----------------|----------|
| Secure Code Warrior                                        | 18           | 41           | 45              | 43       |
| ThreatCop                                                  | 11           | 47           | 23              | 35       |
| CyberVista                                                 | 24           | 43           | 27              | 35       |
| Inspired eLearning – Security Awareness Training Solutions | 39           | 31           | 39              | 35       |
| Avatao                                                     | 35           | 41           | 25              | 33       |
| Global Learning Systems                                    | 10           | 42           | 18              | 30       |
| Symantec Phishing Readiness                                | 10           | 2            | 50              | 26       |
| CultureAI                                                  | 10           | 37           | 13              | 25       |
| Haekka                                                     | 10           | 34           | 4               | 19       |
| ThreatAdvice Cybersecurity Education                       | 24           | 4            | 32              | 18       |

\* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

# Grid® Methodology

## Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Security Awareness Training category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

## Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for Security Awareness Training | Spring 2023 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through March 07, 2023. To view the Security Awareness Training Grid® with the most recent data, please visit the [Security Awareness Training](#) page.

### Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- ▶ Customer satisfaction with end user-focused product attributes based on user reviews
- ▶ Popularity and statistical significance based on the number of reviews received by G2
- ▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- ▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- ▶ Customers' satisfaction with administration-specific product attributes based on user reviews
- ▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

*(Grid® Methodology continues on next page)*

\*\* Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.



# Grid® Methodology (continued)

## Market Presence

The Market Presence score is affected by the following (in order of importance):

- ▶ Market presence is a combination of 15 metrics from G2's reviews, publicly available information, and third-party sources
- ▶ Both the software sellers and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than seller metrics

| Criteria                             | Measured For |        | Metrics                                                      |
|--------------------------------------|--------------|--------|--------------------------------------------------------------|
|                                      | Product      | Seller |                                                              |
| Number of Employees                  | ✓            | ✓      | Employee Count (based on social networks and public sources) |
| Reviews                              | ✓            |        | Review Count (weighted by recency)                           |
| Web Presence                         | ✓            | ✓      |                                                              |
| Social Presence                      | ✓            | ✓      |                                                              |
| Growth                               | ✓            | ✓      | Employee Growth, Web Presence Growth                         |
| Seller Age                           |              | ✓      |                                                              |
| Employee Satisfaction and Engagement |              | ✓      |                                                              |

- ▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment
- ▶ The scores are then scaled from 0-100

## Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

*(Grid® Methodology continues on next page)*



# Grid® Methodology (continued)

## Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through March 07, 2023. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

## Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

G2 may occasionally offer incentives for honest reviews to help us gather a full and accurate data set. These incentives are offered as thank-yous for approved reviews. Incentives are never conditioned upon the substance of the review, positive or negative. Each such incentivized review is disclosed with an "Incentivized Review" banner.

## Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Security Awareness Training category](#).

## Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.



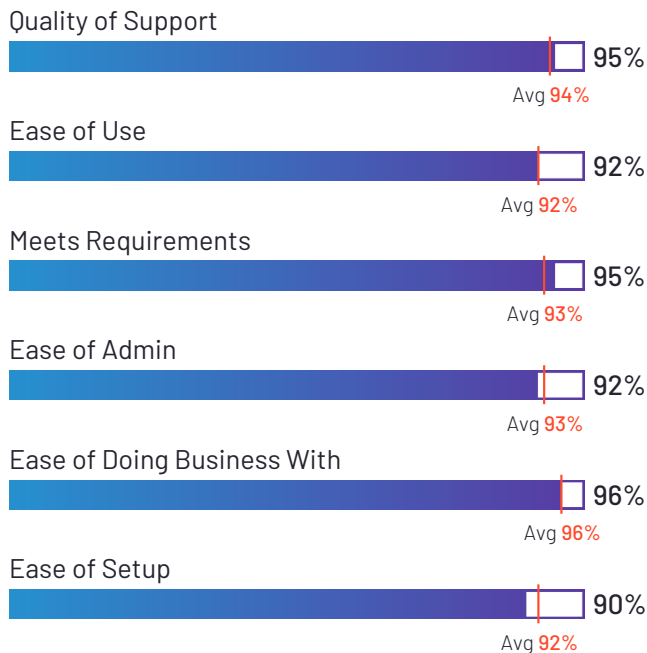


4.7 ★★★★★ (1,096)

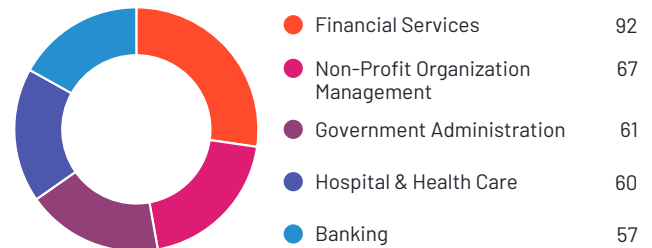


KnowBe4 Security Awareness Training has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. KnowBe4 Security Awareness Training has the largest Market Presence among products in Security Awareness Training. 99% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend KnowBe4 Security Awareness Training at a rate of 94%.

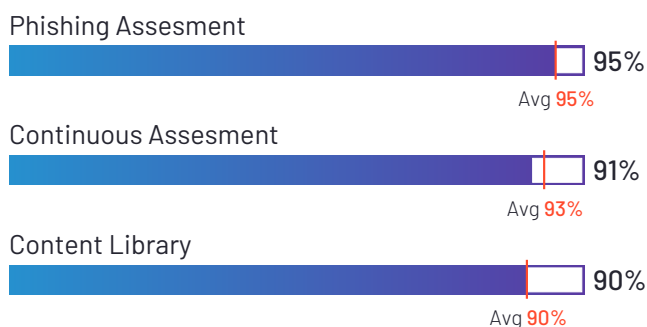
## Satisfaction Ratings



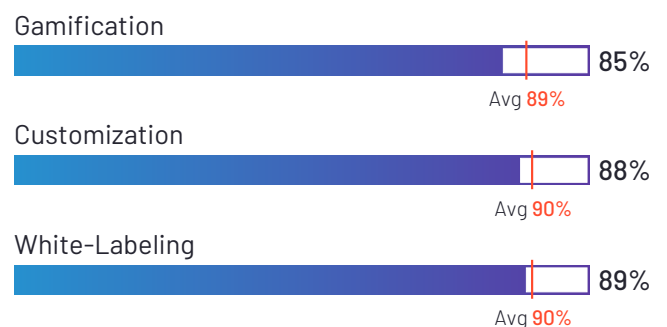
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
KnowBe4, Inc.



**HQ Location**  
Clearwater, FL



**Year Founded**  
2010



**Employees (Listed On LinkedIn)**  
1,761



**Company Website**  
[knowbe4.com](https://knowbe4.com)



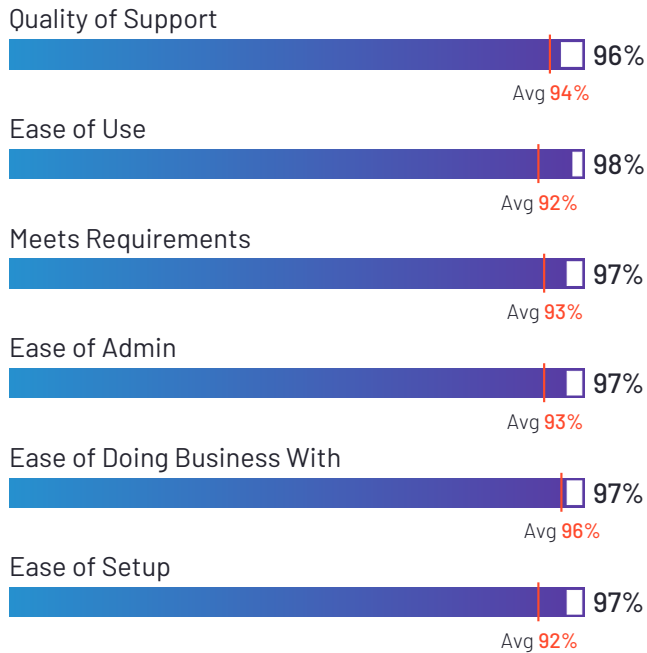
## Hoxhunt

4.8 ★★★★★ (1,586)

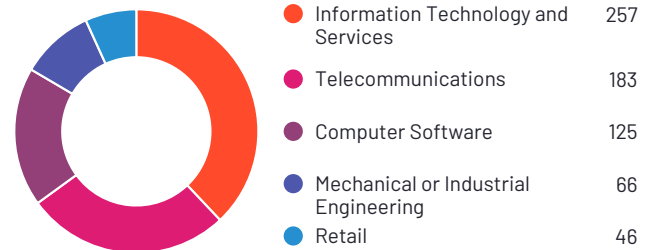


Hoxhunt has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Hoxhunt received the highest Satisfaction score among products in Security Awareness Training. 99% of users rated it 4 or 5 stars, 85% of users believe it is headed in the right direction, and users said they would be likely to recommend Hoxhunt at a rate of 97%.

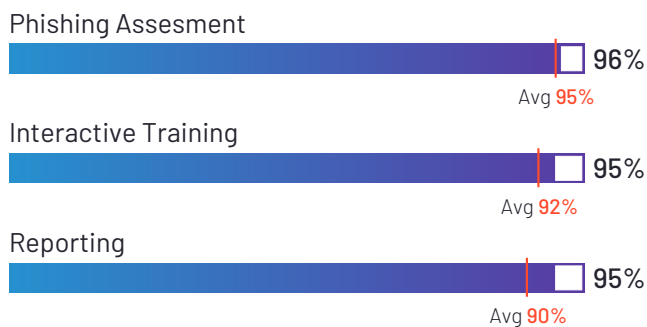
### Satisfaction Ratings



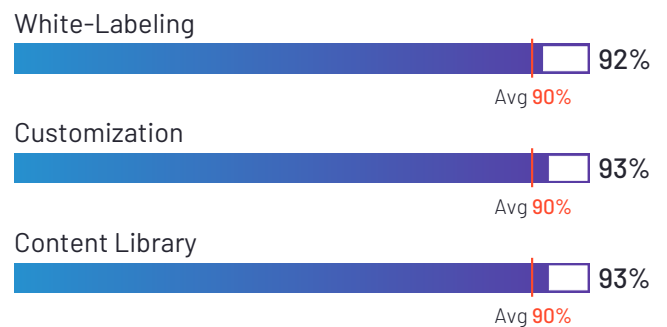
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Hoxhunt



**HQ Location**  
Helsinki, Southern Finland



**Year Founded**  
2016



**Employees (Listed On LinkedIn)**  
166



**Company Website**  
[hoxhunt.com](https://hoxhunt.com)



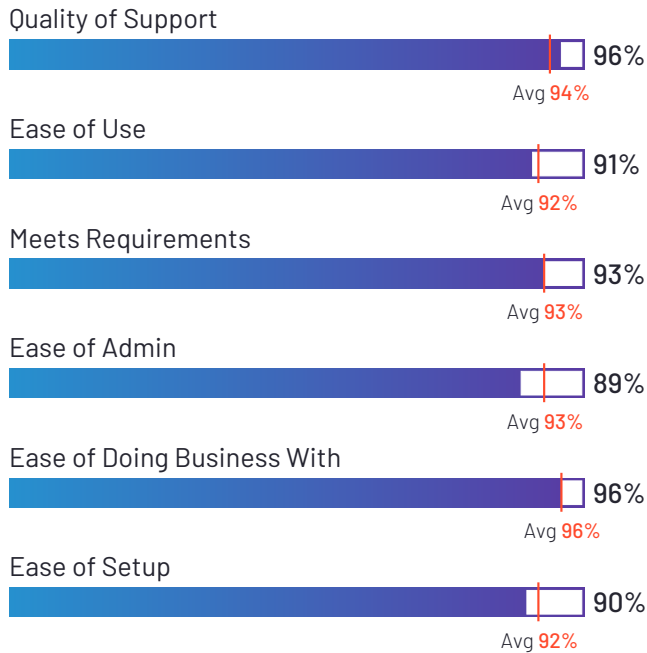
# MetaCompliance Security Awareness Training

4.6 ★★★★★ (742)

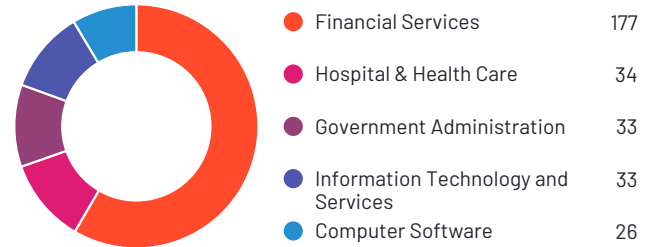


MetaCompliance Security Awareness Training has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend MetaCompliance Security Awareness Training at a rate of 92%.

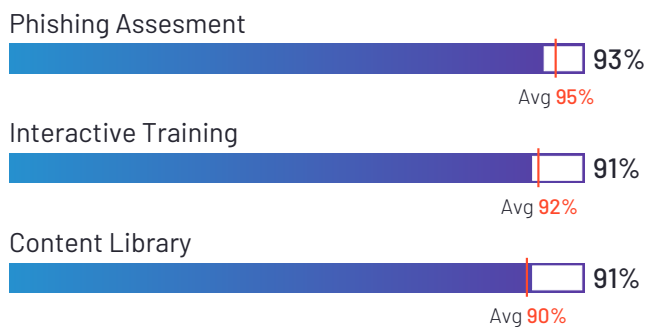
## Satisfaction Ratings



## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
MetaCompliance



**Year Founded**  
2005



**Employees (Listed On LinkedIn)**  
168



**Company Website**  
[metacompliance.com](https://metacompliance.com)



INFOSEC IQ

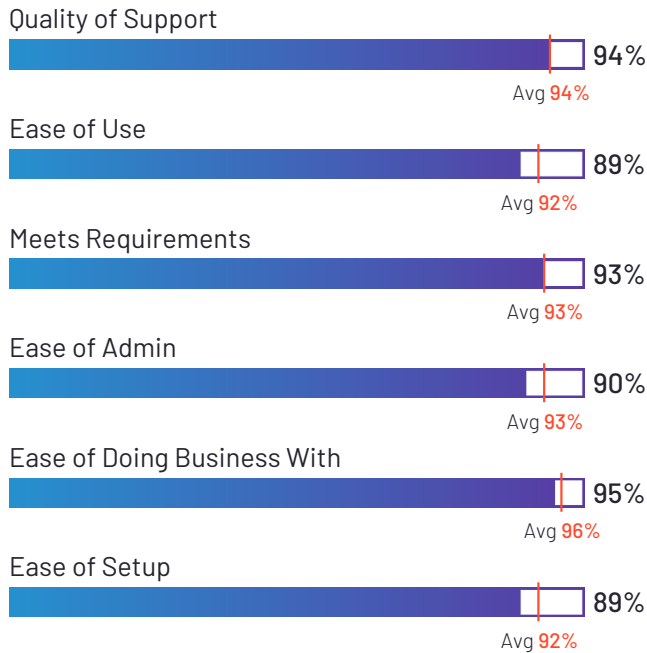
## Infosec IQ

4.5 ★★★★★ (586)

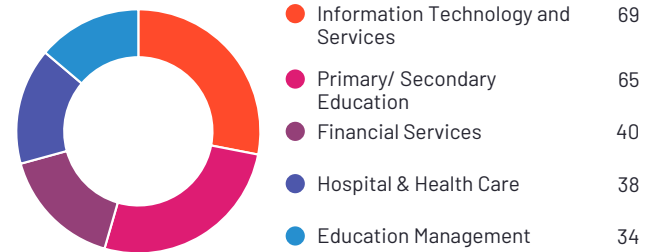


Infosec IQ has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Infosec IQ at a rate of 91%.

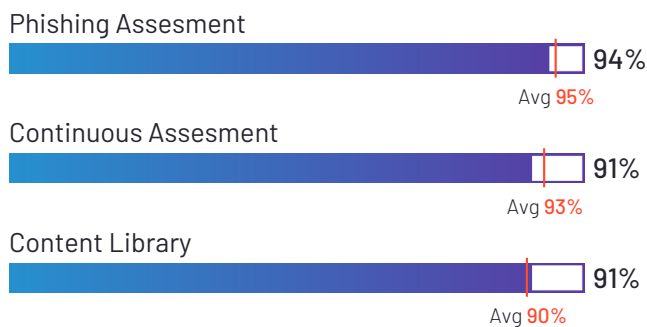
### Satisfaction Ratings



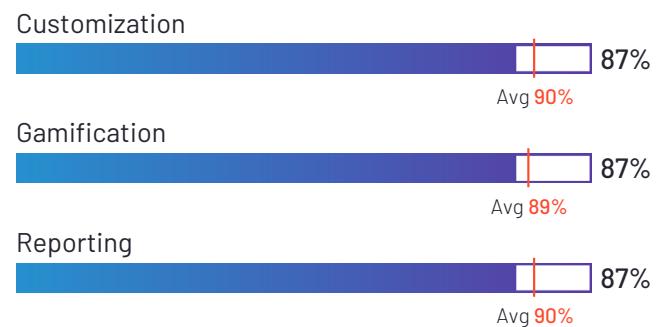
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Infosec



**HQ Location**  
Madison, Wisconsin



**Year Founded**  
2004



**Employees (Listed On LinkedIn)**  
321



**Company Website**  
[infosecinstitute.com](https://infosecinstitute.com)

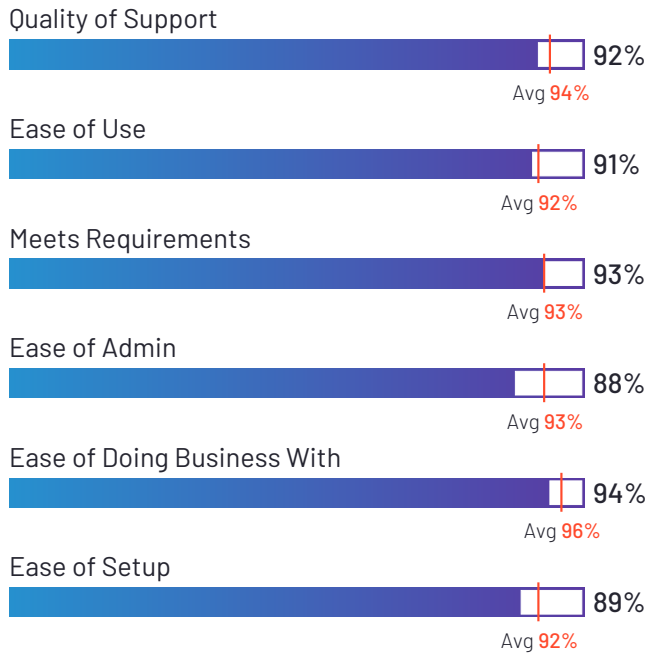


4.5 ★★★★★ (190)

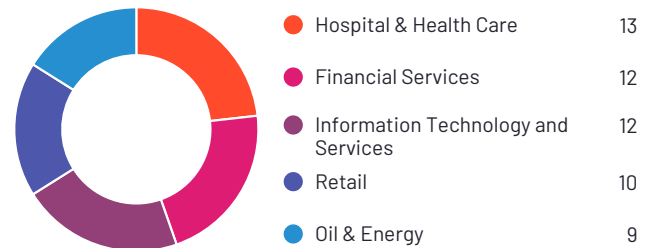


Proofpoint Security Awareness Training has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Proofpoint Security Awareness Training at a rate of 90%.

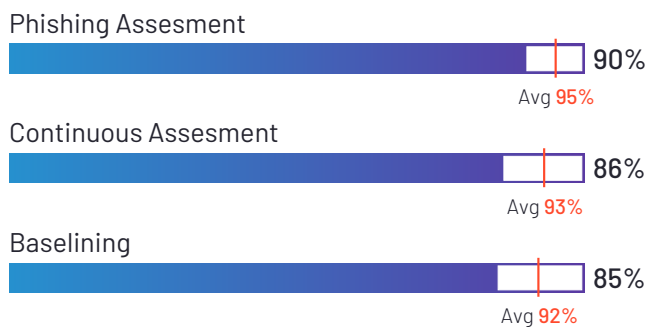
## Satisfaction Ratings



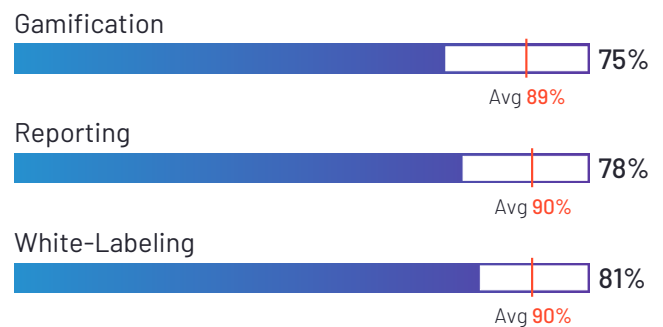
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
ProofPoint



**HQ Location**  
Sunnyvale, CA



**Year Founded**  
2002



**Employees (Listed On LinkedIn)**  
4,412



**Company Website**  
[proofpoint.com](https://proofpoint.com)



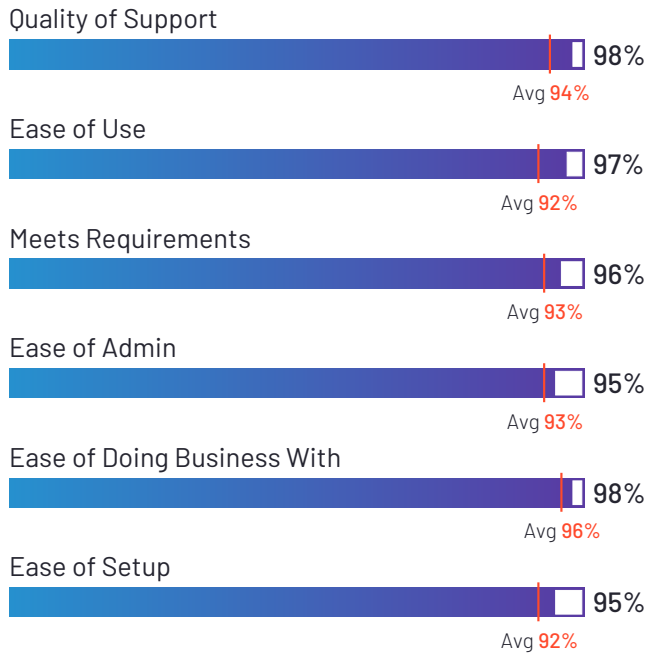
## Arctic Wolf

4.7 ★★★★★ (122)

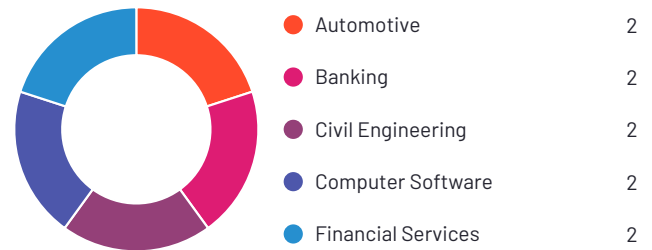


Arctic Wolf has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Arctic Wolf at a rate of 96%. Arctic Wolf is also in the Managed Detection and Response (MDR) and Risk-Based Vulnerability Management categories.

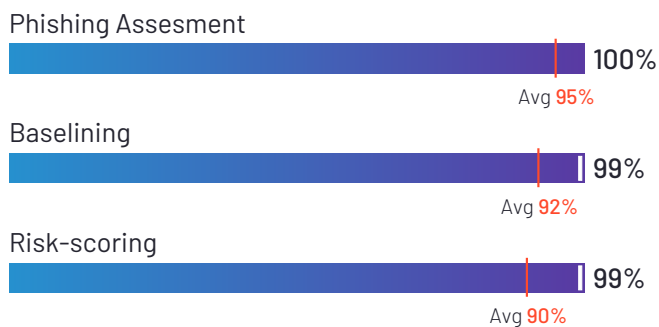
### Satisfaction Ratings



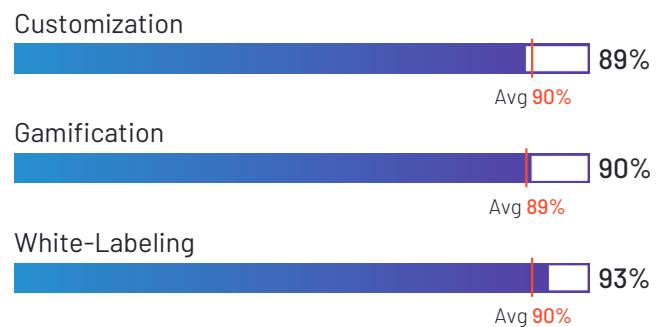
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Arctic Wolf Networks



**HQ Location**  
Eden Prairie, MN



**Year Founded**  
2012



**Employees (Listed On LinkedIn)**  
2,121



**Company Website**  
[arcticwolf.com](https://arcticwolf.com)



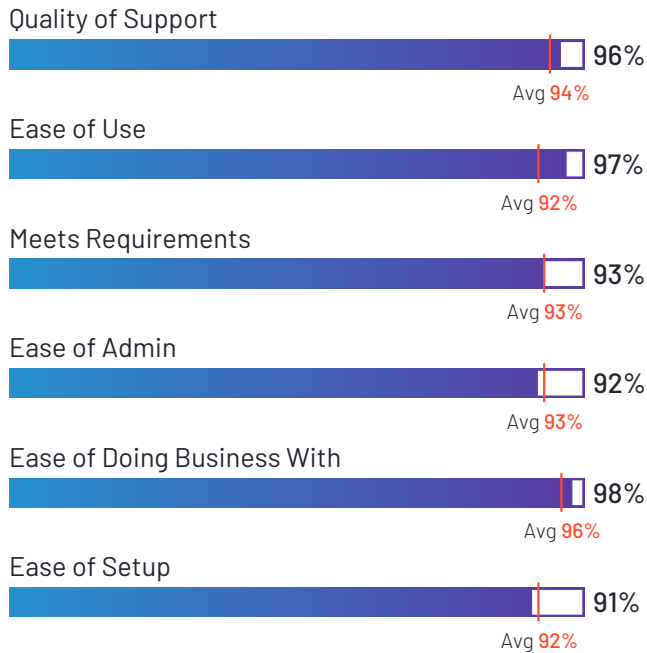
## SoSafe

4.7 ★★★★★ (46)

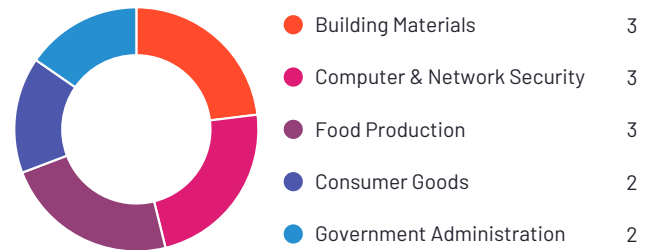


SoSafe has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend SoSafe at a rate of 94%.

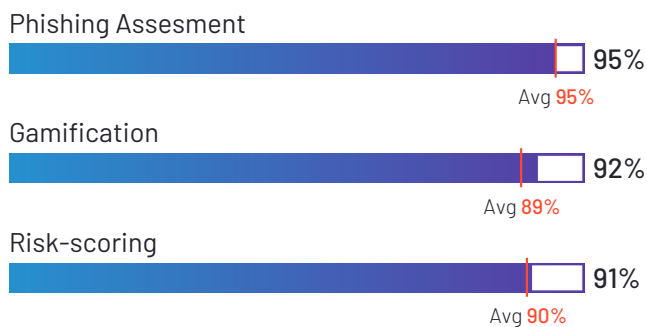
### Satisfaction Ratings



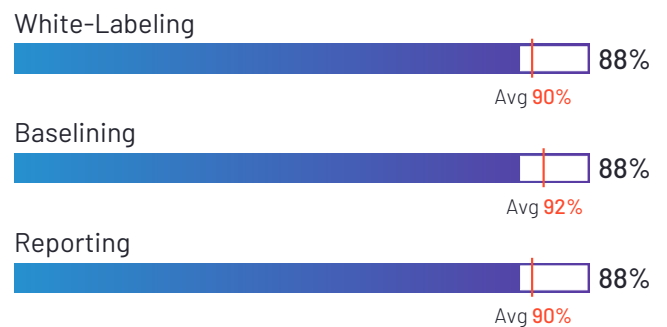
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
SoSafe GmbH



**HQ Location**  
Cologne, North  
Rhine-Westphalia



**Year Founded**  
2018



**Employees (Listed  
On LinkedIn)**  
365



**Company Website**  
[sosafe-awareness.com](https://sosafe-awareness.com)



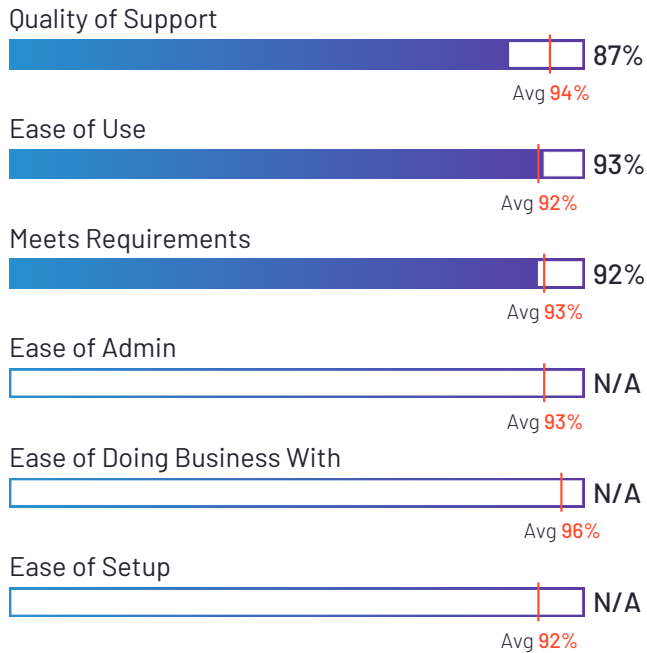
## Immersive Labs

4.7 ★★★★★ (87)



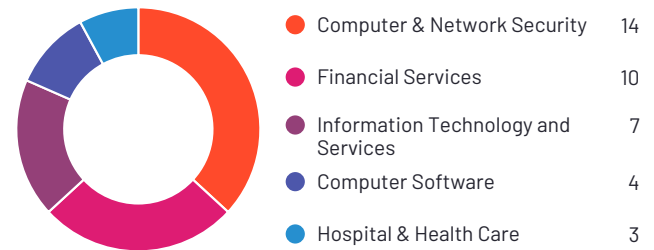
Immersive Labs has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend Immersive Labs at a rate of 93%. Immersive Labs is also in the Secure Code Training, Technical Skills Development, and Online Course Providers categories.

### Satisfaction Ratings

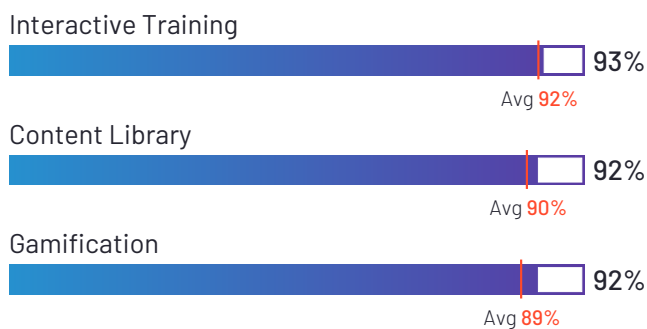


\*N/A is displayed when fewer than five responses were received for the question.

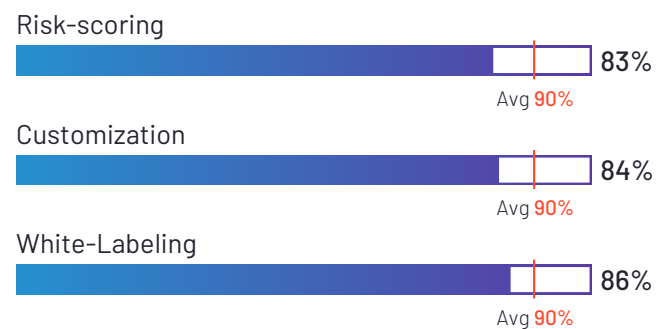
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Immersive Labs



**HQ Location**  
Bristol



**Year Founded**  
2017



**Employees (Listed On LinkedIn)**  
322



**Company Website**  
[immersivelabs.com](https://immersivelabs.com)





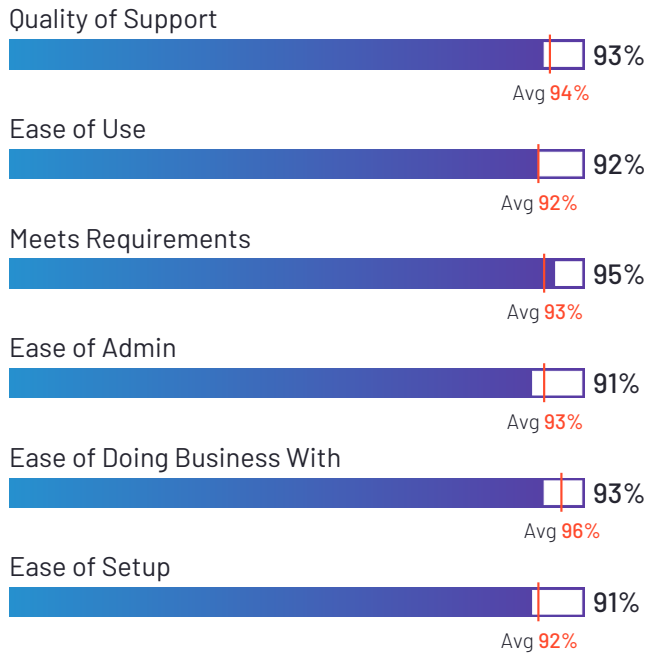
## PhishingBox

4.6 ★★★★★ (134)

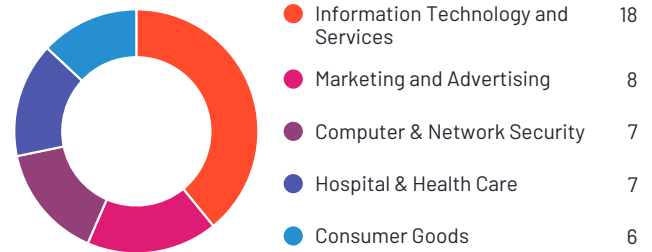


PhishingBox has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 96% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend PhishingBox at a rate of 91%.

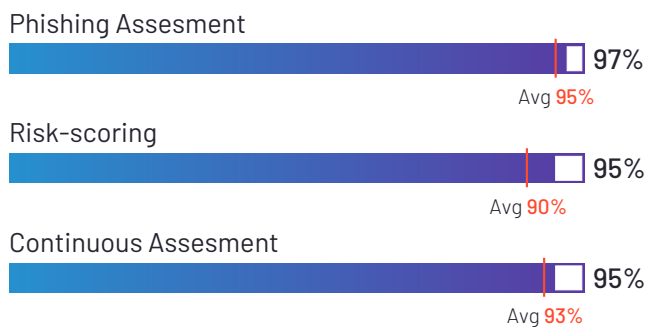
### Satisfaction Ratings



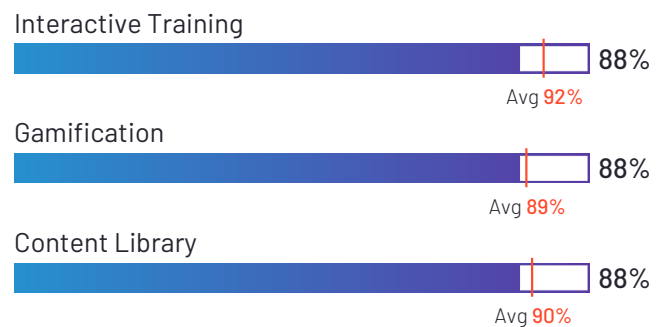
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
PhishingBox



**HQ Location**  
Lexington, Kentucky



**Year Founded**  
2013



**Employees (Listed On LinkedIn)**  
24



**Company Website**  
[phishingbox.com](https://phishingbox.com)



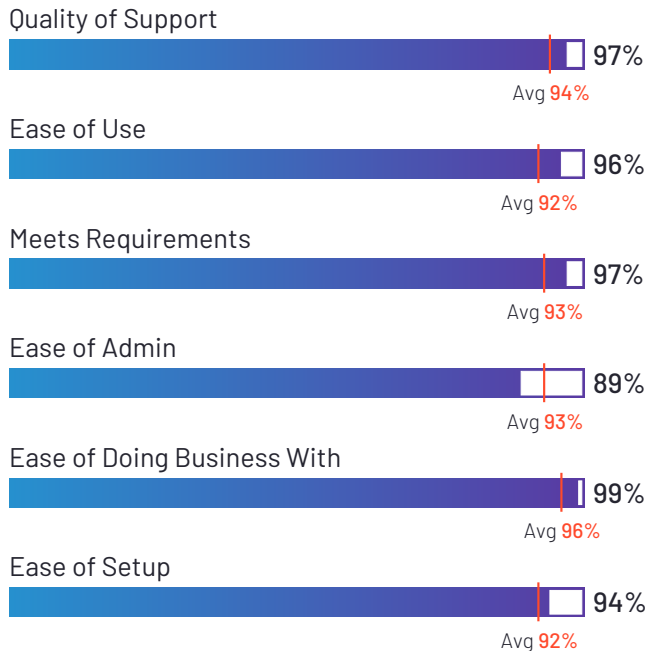
## NINJIO Security Awareness

4.9 ★★★★★ (70)

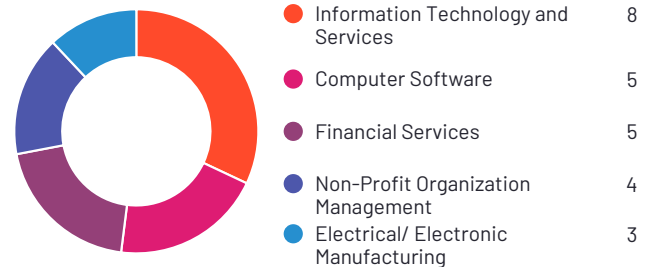


NINJIO Security Awareness has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend NINJIO Security Awareness at a rate of 97%.

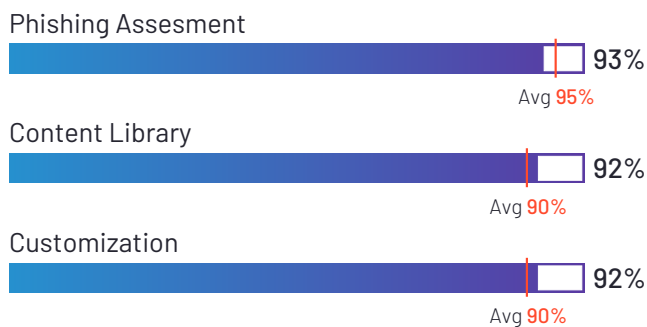
### Satisfaction Ratings



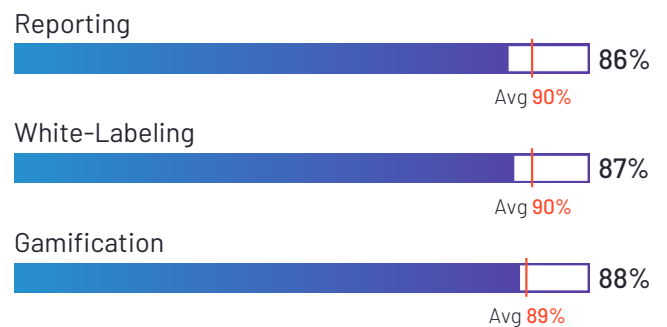
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
NINJIO



**HQ Location**  
Westlake Village,  
California



**Year Founded**  
2015



**Employees (Listed  
On LinkedIn)**  
65



**Company Website**  
[ninjio.com](https://ninjio.com)



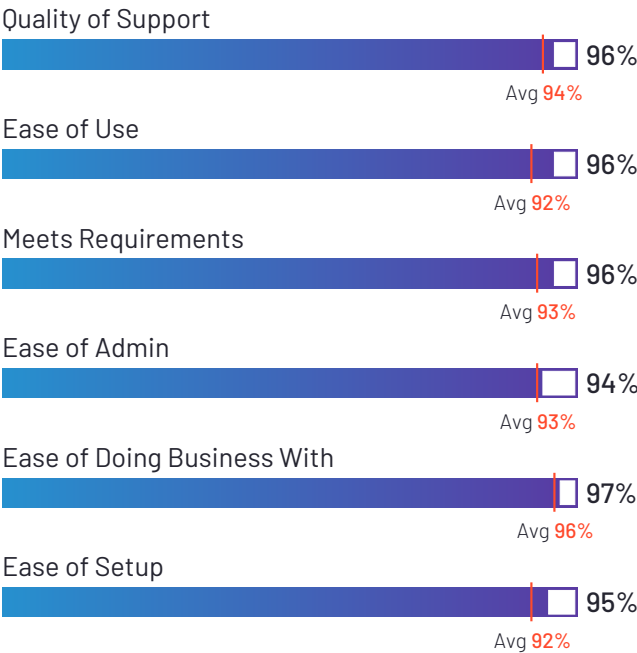
## usecure

4.7 ★★★★★ (67)

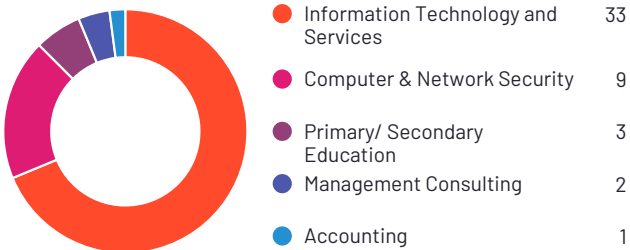


usecure has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend usecure at a rate of 95%. usecure is also in the Dark Web Monitoring category.

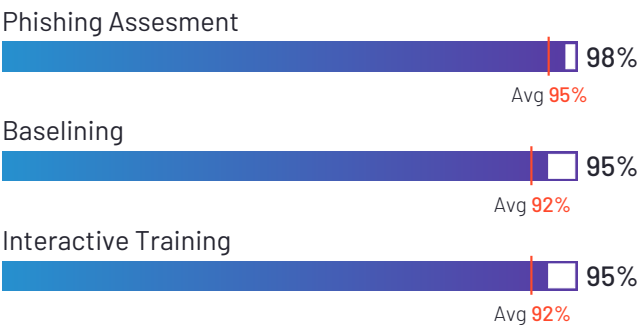
### Satisfaction Ratings



### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
usecure



**HQ Location**  
Manchester



**Year Founded**  
2016



**Employees (Listed On LinkedIn)**  
32



**Company Website**  
[www.usecure.io](http://www.usecure.io)



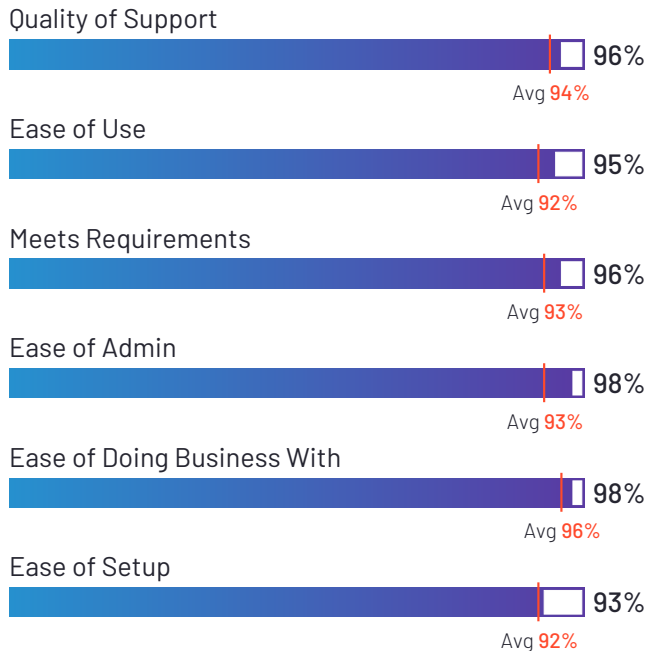
## CybeReady Security Awareness Training Platform

4.8 ★★★★★ (51)

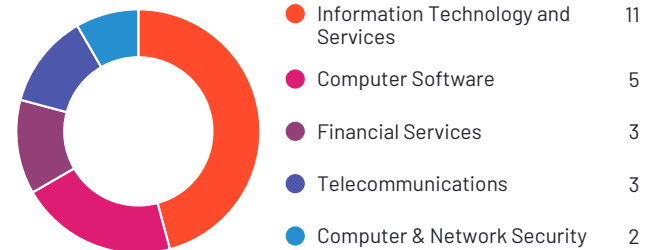


CybeReady Security Awareness Training Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend CybeReady Security Awareness Training Platform at a rate of 95%.

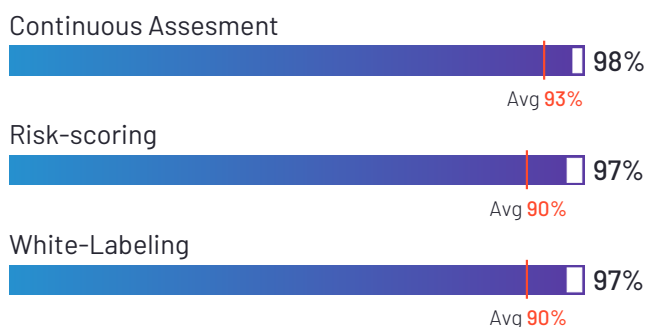
### Satisfaction Ratings



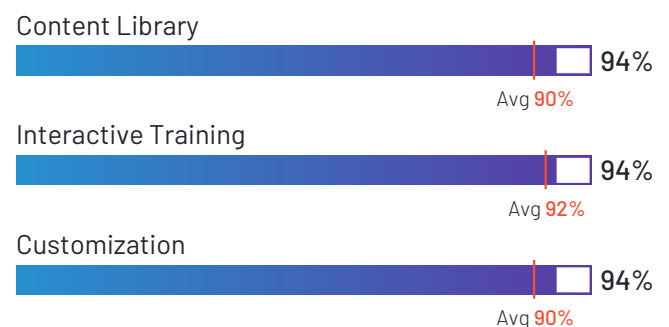
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
CybeReady



**HQ Location**  
Santa Clara,  
California



**Employees (Listed  
On LinkedIn)**  
37



**Company Website**  
[cyberready.com](https://cyberready.com)



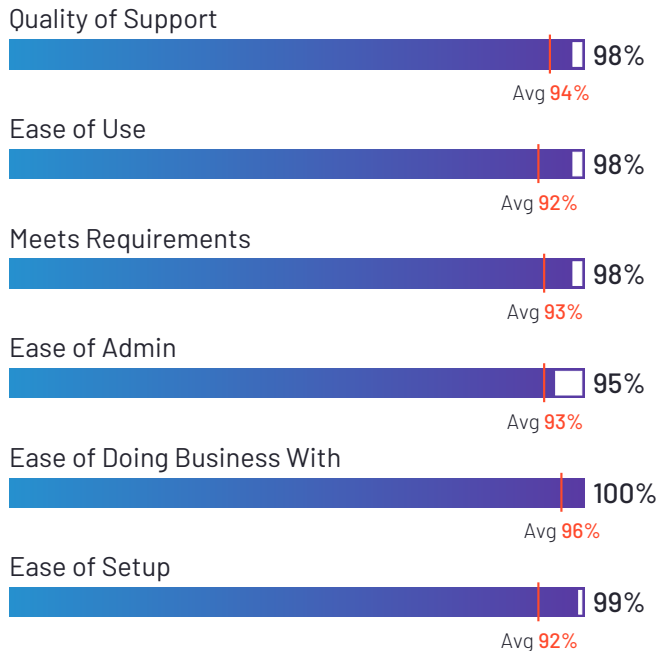
## Curricula

4.9 ★★★★★ (37)



Curricula has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 97% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Curricula at a rate of 97%.

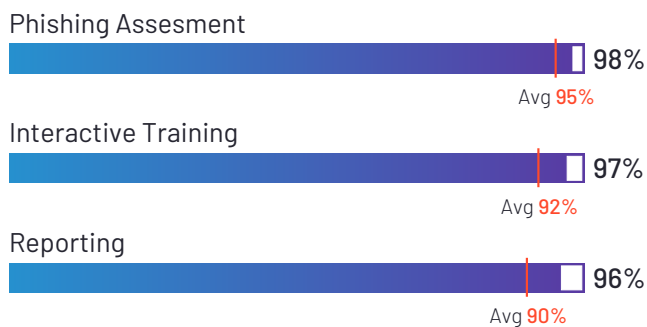
### Satisfaction Ratings



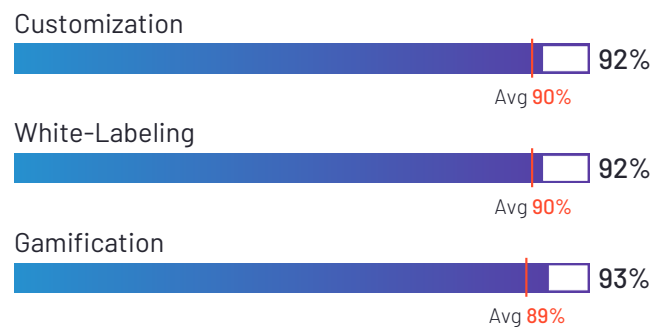
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Curricula



**HQ Location**  
Atlanta, GA



**Year Founded**  
2015



**Employees (Listed On LinkedIn)**  
12



**Company Website**  
[curricula.com](https://curricula.com)



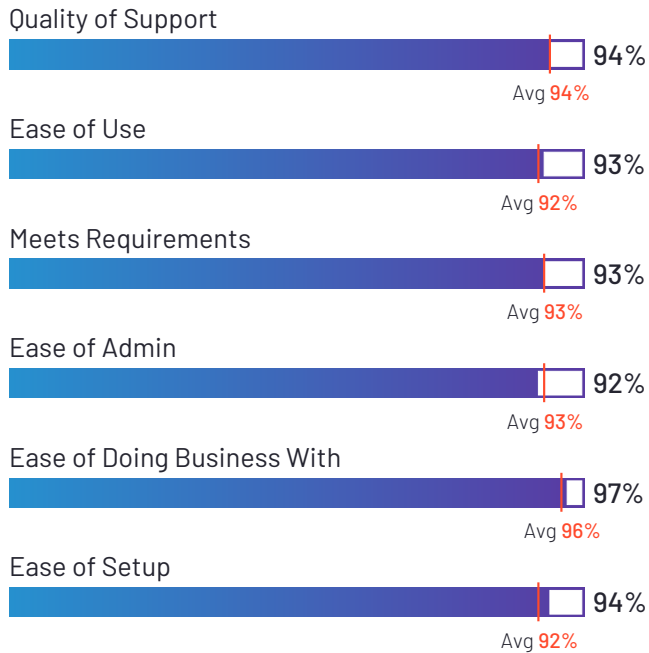
# Carbide

4.7 ★★★★★ (42)

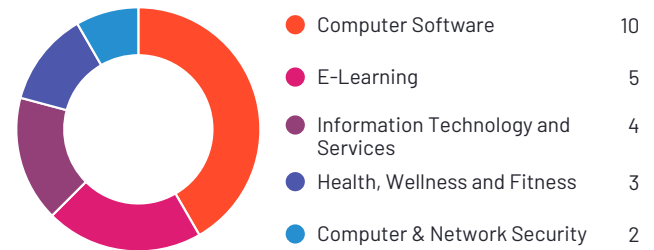


Carbide has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 97% of users rated it 4 or 5 stars, 96% of users believe it is headed in the right direction, and users said they would be likely to recommend Carbide at a rate of 93%. Carbide is also in the Security Compliance, Privacy Policy Generator, and Cloud Compliance categories.

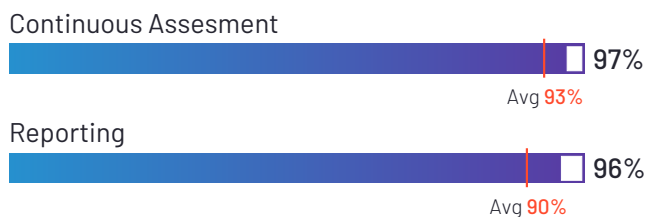
## Satisfaction Ratings



## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Carbide



**HQ Location**  
Sydney, Nova Scotia



**Employees (Listed On LinkedIn)**  
45



**Company Website**  
[carbidesecure.com](https://carbidesecure.com)



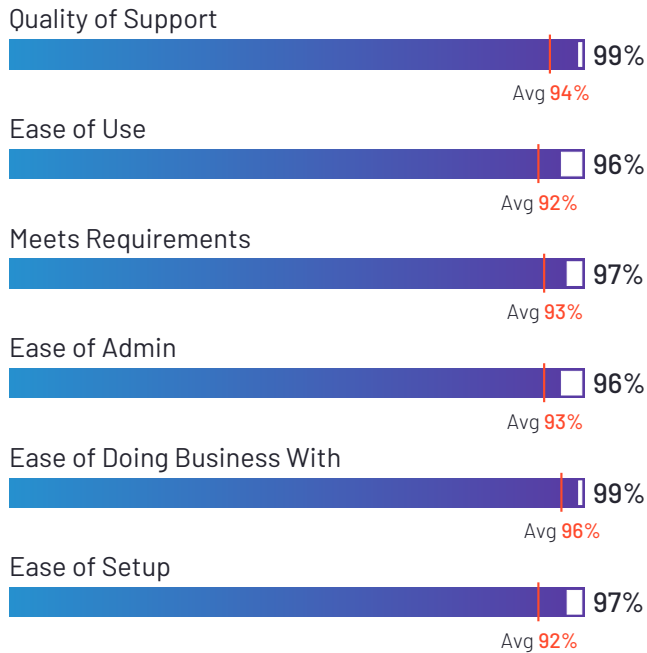
## Hook Security

4.7 ★★★★★ (44)

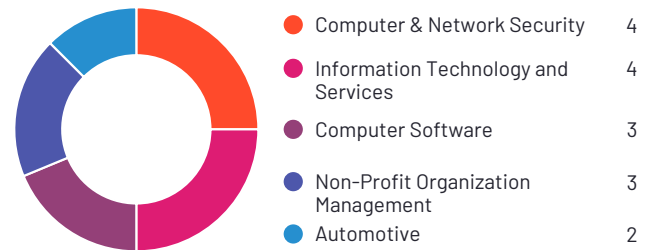


Hook Security has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend Hook Security: Security Awareness Training at a rate of 94%.

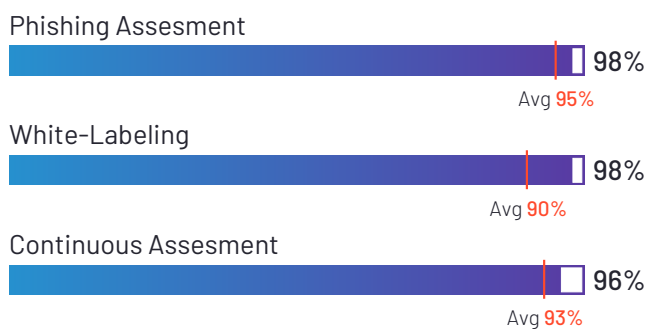
### Satisfaction Ratings



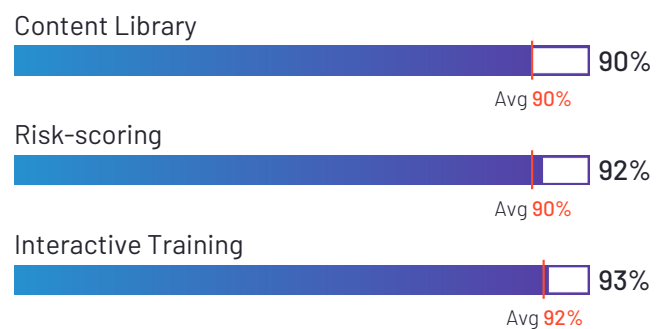
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Hook Security



**HQ Location**  
Greenville, South Carolina



**Year Founded**  
2019



**Employees (Listed On LinkedIn)**  
16



**Company Website**  
[hooksecurity.co](https://hooksecurity.co)

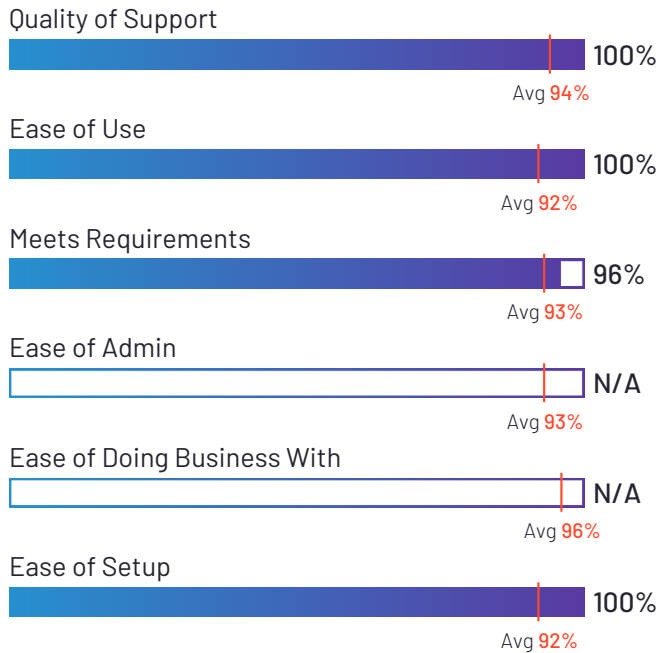


4.9 ★★★★★ (18)



CyberHoot Cybersecurity Awareness Training has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend CyberHoot Cybersecurity Awareness Training at a rate of 98%.

## Satisfaction Ratings



\*N/A is displayed when fewer than five responses were received for the question.

## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
CyberHoot



**HQ Location**  
Portsmouth, NH



**Year Founded**  
2015



**Employees (Listed On LinkedIn)**  
5



**Company Website**  
[cyberhoot.com](https://cyberhoot.com)





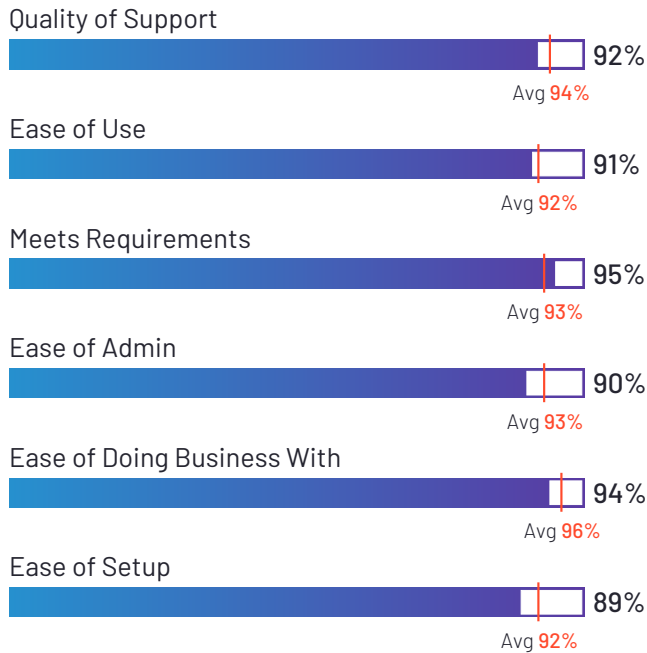
## Phished

4.6 ★★★★★ (39)

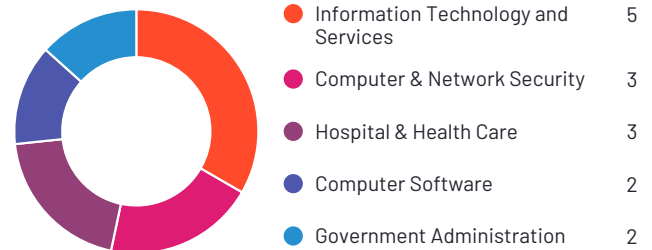


Phished has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Phished at a rate of 92%.

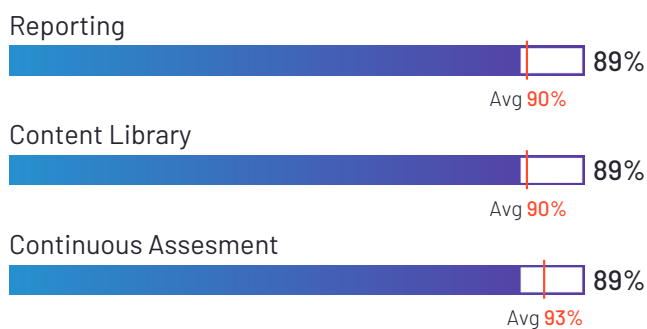
### Satisfaction Ratings



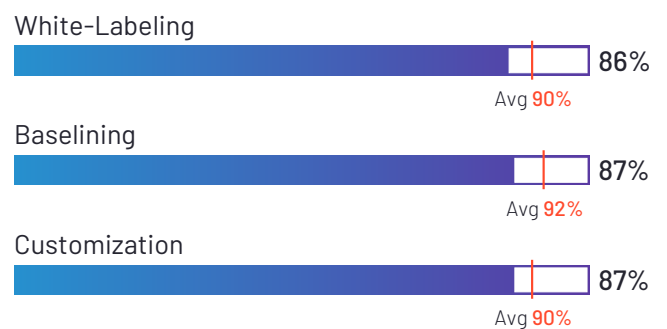
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Phished



**HQ Location**  
Leuven, Vlaanderen



**Year Founded**  
2018



**Employees (Listed On LinkedIn)**  
37



**Company Website**  
[phished.io](https://phished.io)

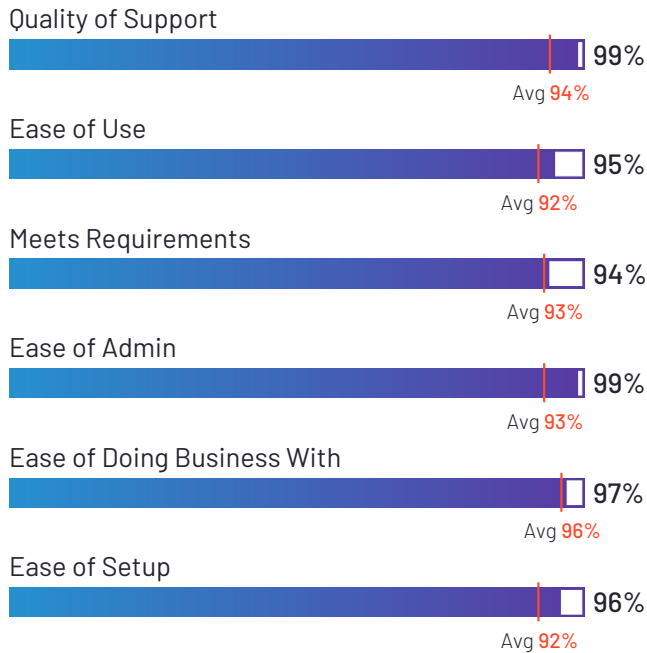
DEFENDIFY

4.7 ★★★★★ (46)

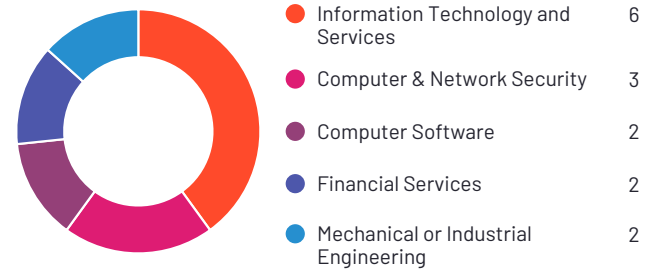


Defendify All-In-One Cybersecurity Solution has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Defendify All-In-One Cybersecurity Solution at a rate of 95%. Defendify All-In-One Cybersecurity Solution is also in the Dark Web Monitoring, Breach and Attack Simulation (BAS), Managed Detection and Response (MDR), Penetration Testing, Website Security, Vulnerability Scanner, Incident Response, Threat Intelligence, and Vulnerability Management categories.

## Satisfaction Ratings



## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Defendify



**HQ Location**  
Portland, Maine



**Year Founded**  
2017



**Employees (Listed On LinkedIn)**  
28



**Company Website**  
[defendify.com](https://defendify.com)

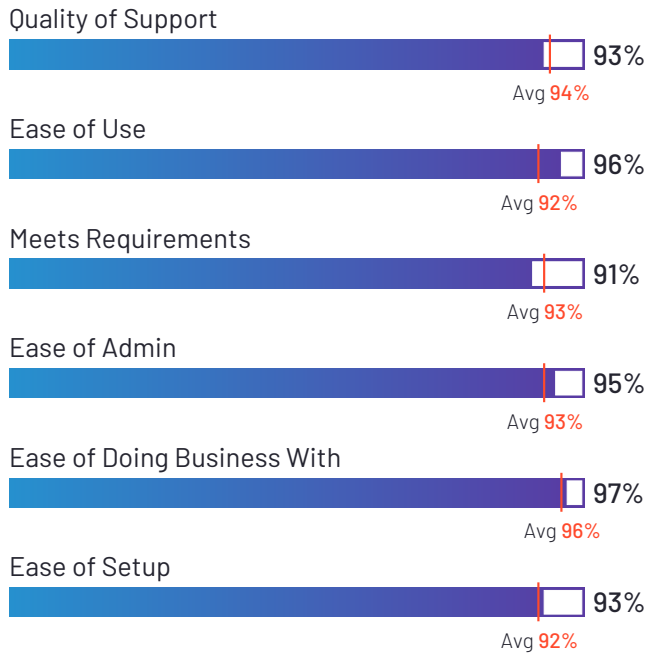


## Webroot Security Awareness Training

4.5 ★★★★★ (70)

Webroot Security Awareness Training has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 89% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Webroot Security Awareness Training at a rate of 89%.

### Satisfaction Ratings



### Top Industries Represented



**Ownership**  
Webroot



**HQ Location**  
Broomfield, CO



**Employees (Listed On LinkedIn)**  
326



**Company Website**  
[webroot.com](https://webroot.com)

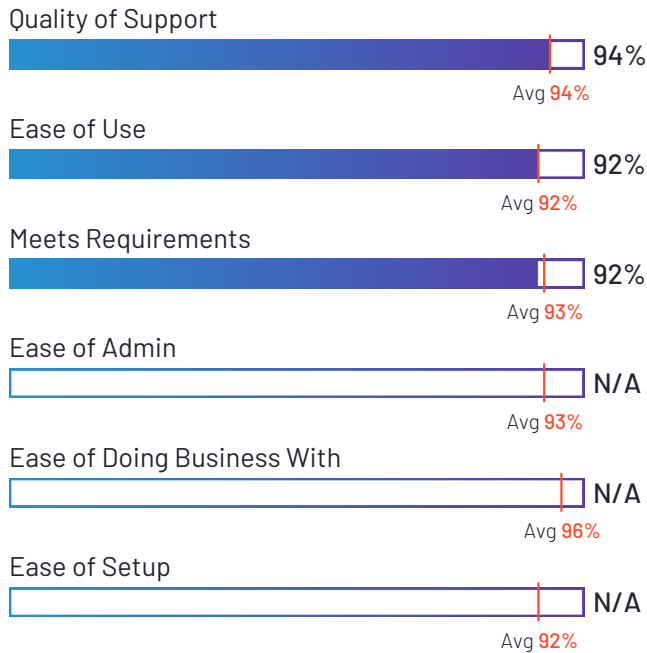


## Secure Code Warrior

4.5 ★★★★★ (25)

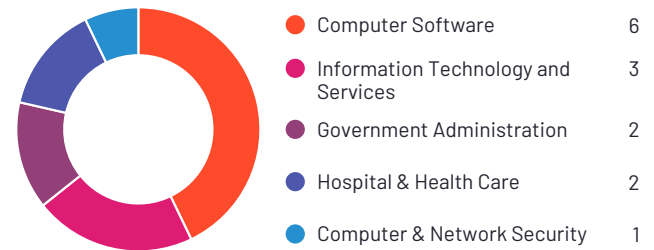
Secure Code Warrior has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 94% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Secure Code Warrior at a rate of 90%. Secure Code Warrior is also in the Secure Code Training category.

### Satisfaction Ratings

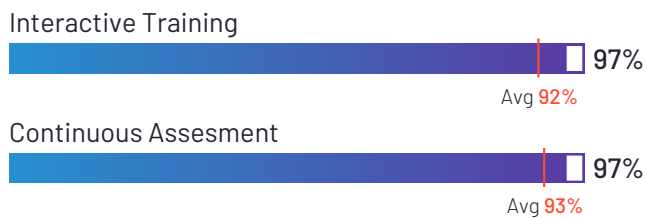


\*N/A is displayed when fewer than five responses were received for the question.

### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Secure Code Warrior



**HQ Location**  
Chippendale, New South Wales



**Year Founded**  
2015



**Employees (Listed On LinkedIn)**  
262



**Company Website**  
[securecodewarrior.com](https://securecodewarrior.com)



# ThreatCop

4.8 ★★★★★ (12)

ThreatCop has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend ThreatCop at a rate of 95%.

## Satisfaction Ratings

### Quality of Support



### Ease of Use



### Meets Requirements



### Ease of Admin



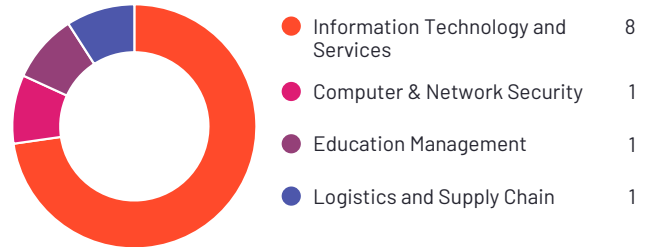
### Ease of Doing Business With



### Ease of Setup



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



#### Ownership

Kratikal Tech Private Limited



#### HQ Location

Noida, Uttar Pradesh



#### Year Founded

2012



#### Employees (Listed On LinkedIn)

130



#### Company Website

[kratikal.com](https://kratikal.com)

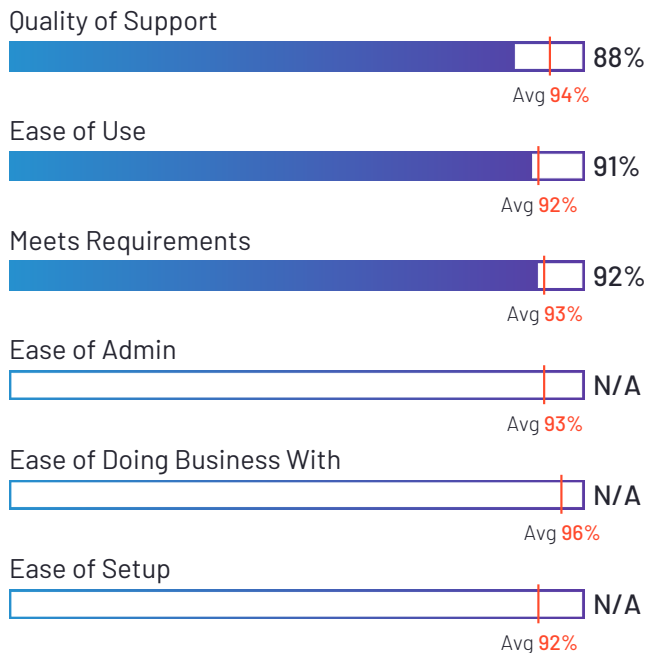


## CyberVista

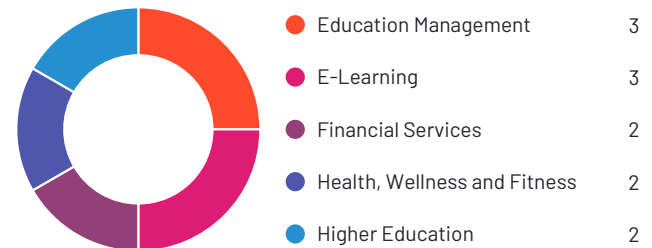
4.0 ★★★★★ (33)

CyberVista has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 88% of users rated it 4 or 5 stars, 67% of users believe it is headed in the right direction, and users said they would be likely to recommend CyberVista at a rate of 80%. CyberVista is also in the eLearning Content, Technical Skills Development, and Online Course Providers categories.

### Satisfaction Ratings



### Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
CyberVista



**HQ Location**  
Arlington, Virginia



**Year Founded**  
2016



**Employees (Listed On LinkedIn)**  
52



**Company Website**  
[cybervista.net](https://cybervista.net)

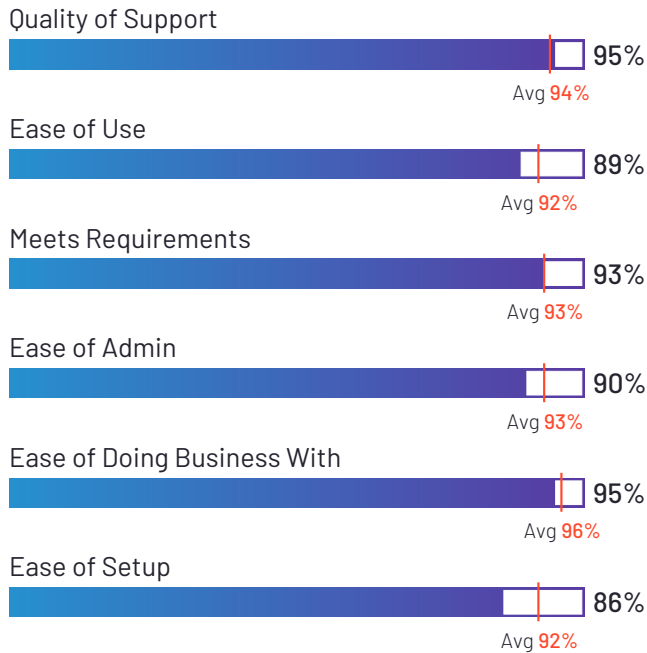


## Inspired eLearning Security Awareness Training Solutions

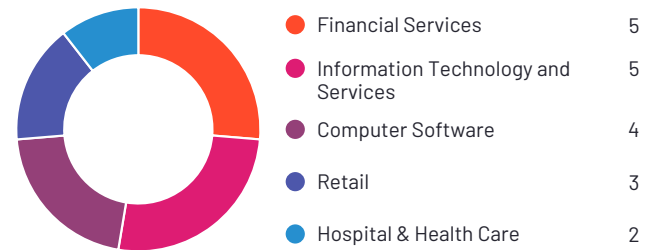
4.3 ★★★★★ (46)

Inspired eLearning Security Awareness Training Solutions has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Inspired eLearning – Security Awareness Training Solutions at a rate of 86%. Inspired eLearning – Security Awareness Training Solutions is also in the Corporate Learning Management Systems and Ethics and Compliance Learning categories.

### Satisfaction Ratings



### Top Industries Represented



**Ownership**  
VIPRE Security



**HQ Location**  
Clearwater, FL



**Year Founded**  
1994



**Employees (Listed On LinkedIn)**  
157



**Company Website**  
[www.vipre.com](http://www.vipre.com)



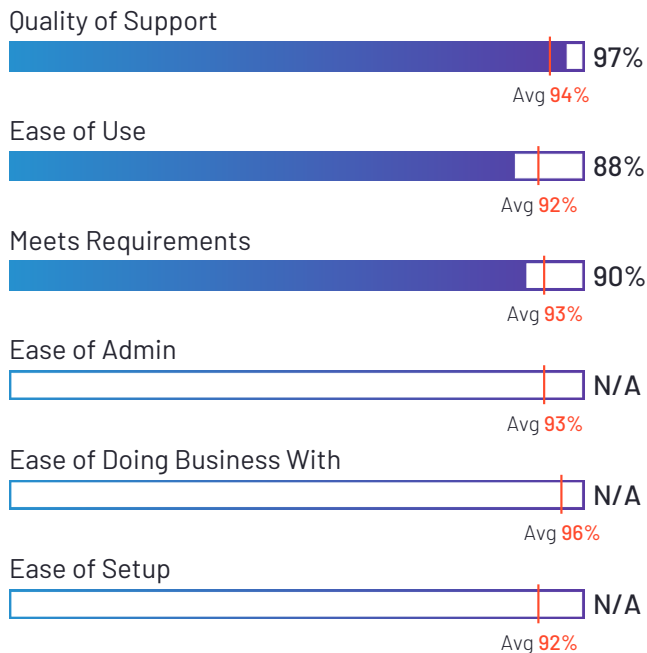
**avatao**

## Avatao

4.8 ★★★★★ (53)

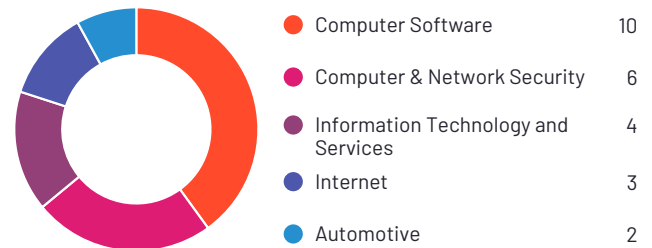
Avatao has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Avatao at a rate of 96%. Avatao is also in the Secure Code Training category.

### Satisfaction Ratings



\*N/A is displayed when fewer than five responses were received for the question.

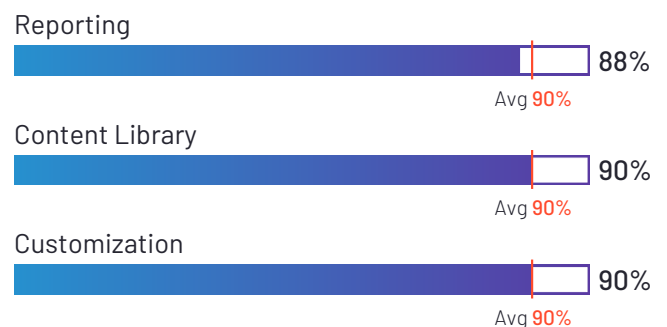
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Avatao



**HQ Location**  
Budapest, Hungary



**Year Founded**  
2014



**Employees (Listed On LinkedIn)**  
11



**Company Website**  
[avatao.com](https://avatao.com)



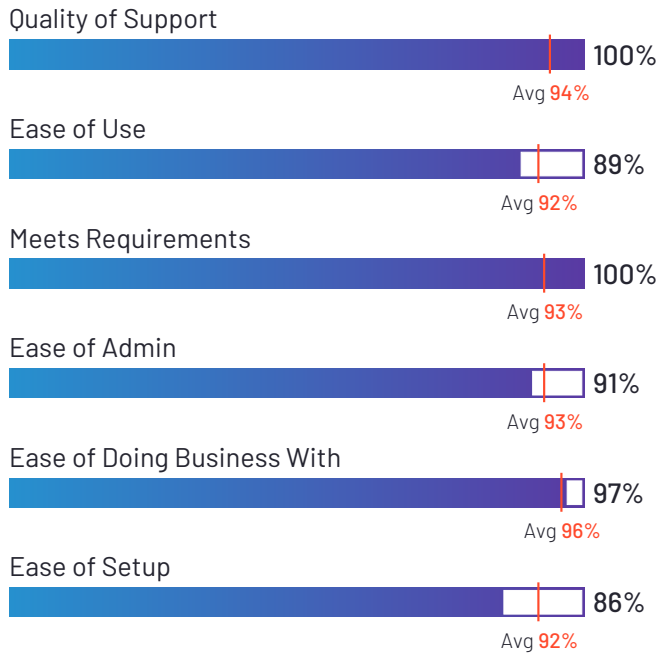


## Global Learning Systems

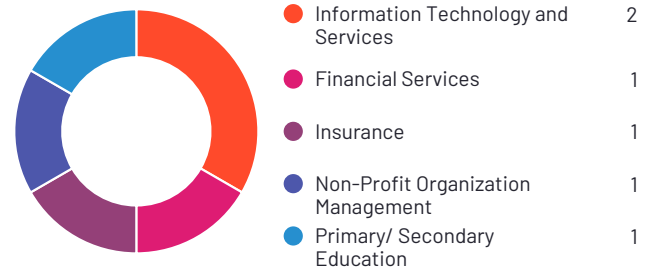
4.9 ★★★★★ (10)

Global Learning Systems has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Global Learning Systems at a rate of 98%.

### Satisfaction Ratings



### Top Industries Represented



**Ownership**  
Global Learning  
Systems



**HQ Location**  
Columbia, MD



**Year Founded**  
2000



**Employees (Listed  
On LinkedIn)**  
27



**Company Website**  
[globallearningsystems.com](https://globallearningsystems.com)

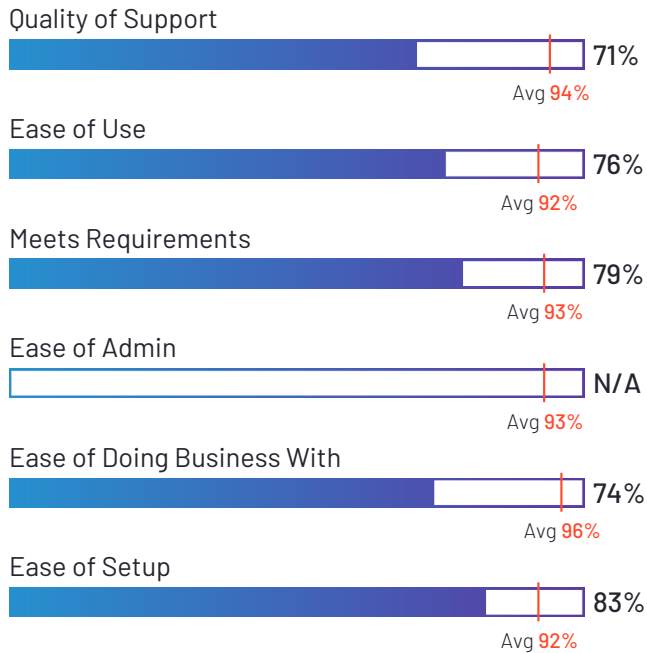
**Symantec.**

## Symantec Phishing Readiness

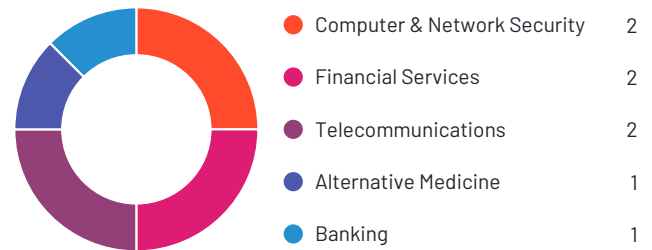
4.4 ★★★★★ (13)

Symantec Phishing Readiness has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Symantec Phishing Readiness at a rate of 88%.

### Satisfaction Ratings



### Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Symantec



**HQ Location**  
Mountain View, CA



**Year Founded**  
1982



**Employees (Listed  
On LinkedIn)**  
13,989



**Company Website**  
[broadcom.com](https://broadcom.com)

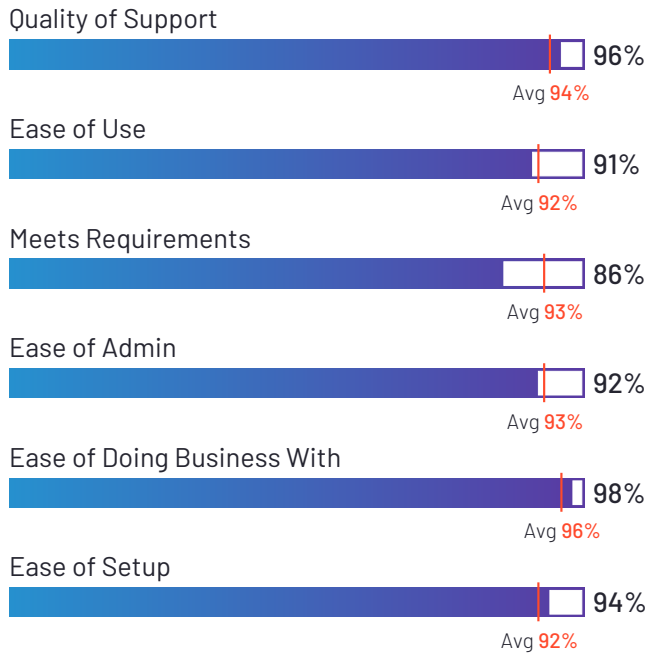


## CultureAI

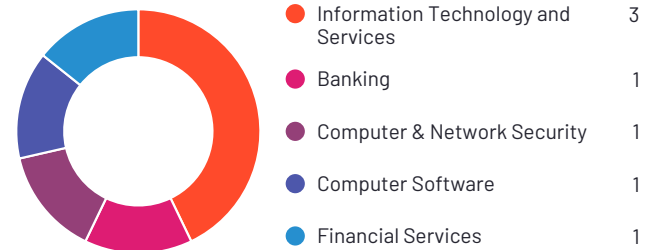
4.8 ★★★★★ (10)

CultureAI has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend CultureAI at a rate of 95%.

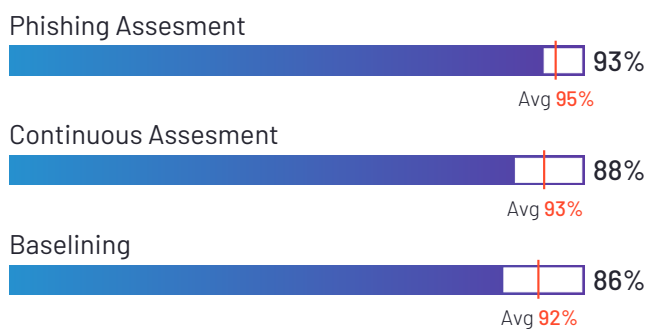
### Satisfaction Ratings



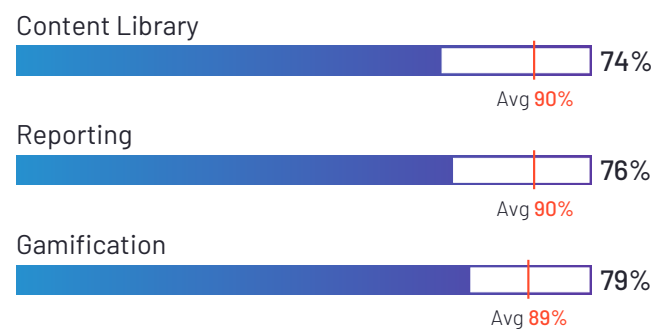
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
CultureAI



**HQ Location**  
Manchester, UK



**Year Founded**  
2015



**Employees (Listed On LinkedIn)**  
28



**Company Website**  
[www.culture.ai](http://www.culture.ai)



# Haekka

4.5 ★★★★★ (10)

Haekka has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 50% of users believe it is headed in the right direction, and users said they would be likely to recommend Haekka at a rate of 89%.

## Satisfaction Ratings

### Quality of Support



### Ease of Use



### Meets Requirements



### Ease of Admin



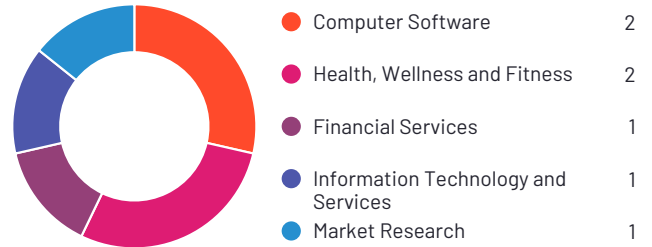
### Ease of Doing Business With



### Ease of Setup



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Haekka



**Year Founded**  
2020



**Employees (Listed  
On LinkedIn)**  
6



**Company Website**  
[www.haekka.com](http://www.haekka.com)

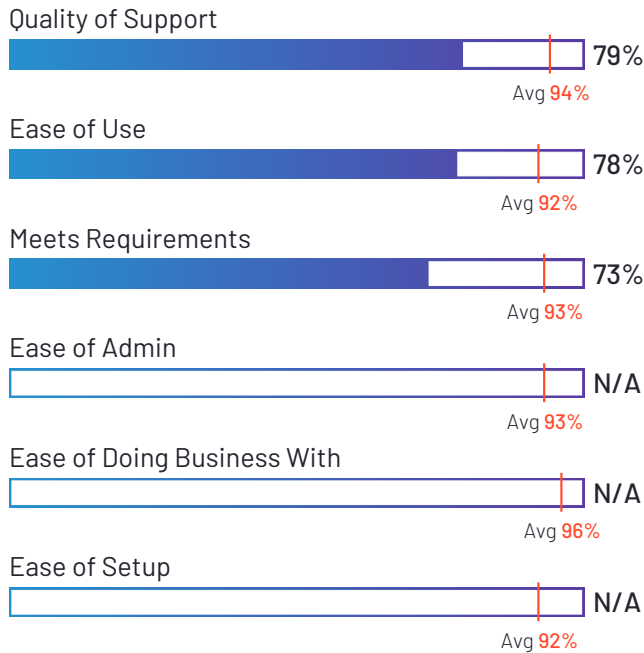


# ThreatAdvice Cybersecurity Education

3.8 ★★★★★☆ (25)

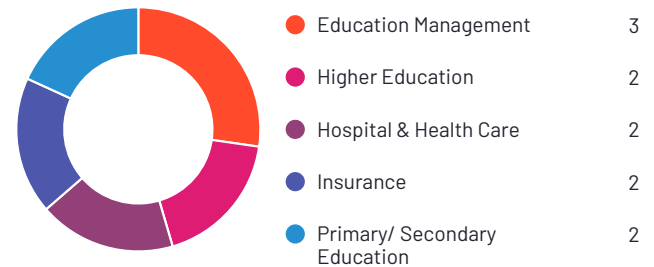
ThreatAdvice Cybersecurity Education has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 71% of users rated it 4 or 5 stars, 50% of users believe it is headed in the right direction, and users said they would be likely to recommend ThreatAdvice Cybersecurity Education at a rate of 77%.

## Satisfaction Ratings



\*N/A is displayed when fewer than five responses were received for the question.

## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
NXTsoft



**HQ Location**  
Birmingham, Alabama



**Employees (Listed  
On LinkedIn)**  
165



**Company Website**  
[nxtsoft.com](https://nxtsoft.com)



# Satisfaction Ratings for Security Awareness Training

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

|                                                | Satisfaction            |                                   | Satisfaction by Category |               |                             |                    |               |             | Net Promoter Score (NPS)                              |
|------------------------------------------------|-------------------------|-----------------------------------|--------------------------|---------------|-----------------------------|--------------------|---------------|-------------|-------------------------------------------------------|
|                                                | Likelihood to Recommend | Product Going in Right Direction? | Meets Requirements       | Ease of Admin | Ease of Doing Business With | Quality of Support | Ease of Setup | Ease of Use | Net Promoter Score (NPS)<br>(Range from -100 to +100) |
| KnowBe4 Security Awareness Training            | 94%                     | 97%                               | 95%                      | 92%           | 96%                         | 95%                | 90%           | 92%         | 84                                                    |
| Hoxhunt                                        | 97%                     | 85%                               | 97%                      | 97%           | 97%                         | 96%                | 97%           | 98%         | 91                                                    |
| MetaCompliance Security Awareness Training     | 92%                     | 94%                               | 93%                      | 89%           | 96%                         | 96%                | 90%           | 91%         | 76                                                    |
| Infosec IQ                                     | 91%                     | 91%                               | 93%                      | 90%           | 95%                         | 94%                | 89%           | 89%         | 70                                                    |
| Proofpoint Security Awareness Training         | 90%                     | 93%                               | 93%                      | 88%           | 94%                         | 92%                | 89%           | 91%         | 66                                                    |
| Arctic Wolf                                    | 96%                     | 92%                               | 96%                      | 95%           | 98%                         | 98%                | 95%           | 97%         | 95                                                    |
| SoSafe                                         | 94%                     | 93%                               | 93%                      | 92%           | 98%                         | 96%                | 91%           | 97%         | 84                                                    |
| Immersive Labs                                 | 93%                     | 97%                               | 92%                      | N/A           | N/A                         | 87%                | N/A           | 93%         | 77                                                    |
| PhishingBox                                    | 91%                     | 92%                               | 95%                      | 91%           | 93%                         | 93%                | 91%           | 92%         | 76                                                    |
| NINJIO Security Awareness                      | 97%                     | 100%                              | 97%                      | 89%           | 99%                         | 97%                | 94%           | 96%         | 88                                                    |
| usecure                                        | 95%                     | 95%                               | 96%                      | 94%           | 97%                         | 96%                | 95%           | 96%         | 82                                                    |
| CybeReady Security Awareness Training Platform | 95%                     | 100%                              | 96%                      | 98%           | 98%                         | 96%                | 93%           | 95%         | 91                                                    |
| Curricula                                      | 97%                     | 94%                               | 98%                      | 95%           | 100%                        | 98%                | 99%           | 98%         | 91                                                    |
| Carbide                                        | 93%                     | 96%                               | 93%                      | 92%           | 97%                         | 94%                | 94%           | 93%         | 76                                                    |
| Hook Security: Security Awareness Training     | 94%                     | 95%                               | 97%                      | 96%           | 99%                         | 99%                | 97%           | 96%         | 86                                                    |

(Satisfaction Ratings for Security Awareness Training continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*Net Promoter Score ranges from -100 to +100



# Satisfaction Ratings for Security Awareness Training (continued)

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

|                                                            | Satisfaction            |                                   | Satisfaction by Category |               |                             |                    |               |             | Net Promoter Score (NPS)                              |
|------------------------------------------------------------|-------------------------|-----------------------------------|--------------------------|---------------|-----------------------------|--------------------|---------------|-------------|-------------------------------------------------------|
|                                                            | Likelihood to Recommend | Product Going in Right Direction? | Meets Requirements       | Ease of Admin | Ease of Doing Business With | Quality of Support | Ease of Setup | Ease of Use | Net Promoter Score (NPS)<br>(Range from -100 to +100) |
| CyberHoot Cybersecurity Awareness Training                 | 98%                     | 100%                              | 96%                      | N/A           | N/A                         | 100%               | 100%          | 100%        | 100                                                   |
| Phished                                                    | 92%                     | 100%                              | 95%                      | 90%           | 94%                         | 92%                | 89%           | 91%         | 78                                                    |
| Defendify All-In-One Cybersecurity Solution                | 95%                     | 94%                               | 94%                      | 99%           | 97%                         | 99%                | 96%           | 95%         | 85                                                    |
| Webroot Security Awareness Training                        | 89%                     | 91%                               | 91%                      | 95%           | 97%                         | 93%                | 93%           | 96%         | 65                                                    |
| Secure Code Warrior                                        | 90%                     | 83%                               | 92%                      | N/A           | N/A                         | 94%                | N/A           | 92%         | 72                                                    |
| ThreatCop                                                  | 95%                     | N/A                               | N/A                      | N/A           | N/A                         | N/A                | N/A           | N/A         | 81                                                    |
| CyberVista                                                 | 80%                     | 67%                               | 92%                      | N/A           | N/A                         | 88%                | N/A           | 91%         | 20                                                    |
| Inspired eLearning – Security Awareness Training Solutions | 86%                     | 94%                               | 93%                      | 90%           | 95%                         | 95%                | 86%           | 89%         | 51                                                    |
| Avatao                                                     | 96%                     | 89%                               | 90%                      | N/A           | N/A                         | 97%                | N/A           | 88%         | 88                                                    |
| Global Learning Systems                                    | 98%                     | 80%                               | 100%                     | 91%           | 97%                         | 100%               | 86%           | 89%         | 100                                                   |
| Symantec Phishing Readiness                                | 88%                     | 83%                               | 79%                      | N/A           | 74%                         | 71%                | 83%           | 76%         | 40                                                    |
| CultureAI                                                  | 95%                     | 100%                              | 86%                      | 92%           | 98%                         | 96%                | 94%           | 91%         | 90                                                    |
| Haekka                                                     | 89%                     | N/A                               | N/A                      | N/A           | N/A                         | N/A                | N/A           | N/A         | 70                                                    |
| ThreatAdvice Cybersecurity Education                       | 77%                     | 50%                               | 73%                      | N/A           | N/A                         | 79%                | N/A           | 78%         | 29                                                    |
| Average                                                    | 92%                     | 91%                               | 93%                      | 93%           | 96%                         | 94%                | 92%           | 92%         | 76                                                    |

\*N/A is displayed when fewer than five responses were received for the question.

\*\*Net Promoter Score ranges from -100 to +100



# Feature Comparison for Security Awareness Training

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Assesment

|                                                | Continuous Assessment | Phishing Assessment | Baselining |
|------------------------------------------------|-----------------------|---------------------|------------|
| KnowBe4 Security Awareness Training            | 91%                   | 95%                 | 90%        |
| Hoxhunt                                        | 95%                   | 96%                 | 94%        |
| MetaCompliance Security Awareness Training     | 90%                   | 93%                 | 89%        |
| Infosec IQ                                     | 91%                   | 94%                 | 90%        |
| Proofpoint Security Awareness Training         | 86%                   | 90%                 | 85%        |
| Arctic Wolf                                    | 99%                   | 100%                | 99%        |
| SoSafe                                         | 90%                   | 95%                 | 88%        |
| Immersive Labs                                 |                       |                     | 90%        |
| PhishingBox                                    | 95%                   | 97%                 | 93%        |
| NINJIO Security Awareness                      |                       | 93%                 | 91%        |
| usecure                                        | 95%                   | 98%                 | 95%        |
| CybeReady Security Awareness Training Platform | 98%                   | 96%                 | 96%        |
| Curricula                                      | 96%                   | 98%                 | 95%        |
| Carbide                                        | 97%                   |                     |            |
| Hook Security: Security Awareness Training     | 96%                   | 98%                 | 94%        |

(Feature Comparison for Security Awareness Training continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.





# Feature Comparison for Security Awareness Training (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Assesment

|                                                            | Continuous Assesment | Phishing Assesment | Baselining |
|------------------------------------------------------------|----------------------|--------------------|------------|
| CyberHoot Cybersecurity Awareness Training                 | N/A                  | N/A                | N/A        |
| Phished                                                    | 89%                  | 88%                | 87%        |
| Defendify All-In-One Cybersecurity Solution                | 88%                  | 96%                | N/A        |
| Webroot Security Awareness Training                        | N/A                  | N/A                |            |
| Secure Code Warrior                                        | 97%                  |                    | 94%        |
| ThreatCop                                                  | N/A                  | N/A                | N/A        |
| CyberVista                                                 | N/A                  |                    | N/A        |
| Inspired eLearning – Security Awareness Training Solutions | N/A                  | N/A                | N/A        |
| Avatao                                                     | 98%                  |                    |            |
| Global Learning Systems                                    | N/A                  | N/A                | N/A        |
| Symantec Phishing Readiness                                | N/A                  | N/A                | N/A        |
| CultureAI                                                  | 88%                  | 93%                | 86%        |
| Haekka                                                     | N/A                  | N/A                | N/A        |
| ThreatAdvice Cybersecurity Education                       | N/A                  | N/A                |            |
| Average                                                    | 93%                  | 95%                | 91%        |

(Feature Comparison for Security Awareness Training continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.



# Feature Comparison for Security Awareness Training (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Training

|                                                | Content Library | Interactive Training | Gamification |
|------------------------------------------------|-----------------|----------------------|--------------|
| KnowBe4 Security Awareness Training            | 90%             | 90%                  | 85%          |
| Hoxhunt                                        | 93%             | 95%                  | 95%          |
| MetaCompliance Security Awareness Training     | 91%             | 91%                  | 85%          |
| Infosec IQ                                     | 91%             | 89%                  | 87%          |
| Proofpoint Security Awareness Training         | 82%             | 83%                  | 75%          |
| Arctic Wolf                                    | 96%             | 96%                  | 90%          |
| SoSafe                                         | 91%             | 91%                  | 92%          |
| Immersive Labs                                 | 92%             | 93%                  | 92%          |
| PhishingBox                                    | 88%             | 88%                  | 88%          |
| NINJIO Security Awareness                      | 92%             |                      | 88%          |
| usecure                                        | 94%             | 95%                  | 90%          |
| CybeReady Security Awareness Training Platform | 94%             | 94%                  | 95%          |
| Curricula                                      | 95%             | 97%                  | 93%          |
| Carbide                                        | 93%             | 94%                  |              |
| Hook Security: Security Awareness Training     | 90%             | 93%                  |              |

(Feature Comparison for Security Awareness Training continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.



# Feature Comparison for Security Awareness Training (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Training

|                                                            | Content Library | Interactive Training | Gamification |
|------------------------------------------------------------|-----------------|----------------------|--------------|
| CyberHoot Cybersecurity Awareness Training                 | 93%             | 96%                  | 97%          |
| Phished                                                    | 89%             |                      |              |
| Defendify All-In-One Cybersecurity Solution                | N/A             | 98%                  | N/A          |
| Webroot Security Awareness Training                        | N/A             | N/A                  |              |
| Secure Code Warrior                                        | 91%             | 97%                  | 91%          |
| ThreatCop                                                  | N/A             | N/A                  | N/A          |
| CyberVista                                                 | N/A             | N/A                  |              |
| Inspired eLearning – Security Awareness Training Solutions | N/A             | N/A                  | N/A          |
| Avatao                                                     | 90%             | 95%                  | 91%          |
| Global Learning Systems                                    | N/A             | N/A                  | N/A          |
| Symantec Phishing Readiness                                | N/A             | N/A                  | N/A          |
| CultureAI                                                  | 74%             | 83%                  | 79%          |
| Haekka                                                     | N/A             | N/A                  | N/A          |
| ThreatAdvice Cybersecurity Education                       | 80%             | 71%                  | N/A          |
| Average                                                    | 90%             | 92%                  | 89%          |

(Feature Comparison for Security Awareness Training continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.  
\*\*A blank box indicates that a seller has selected that they do not offer that feature.

# Feature Comparison for Security Awareness Training (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Administration

|                                                | Risk-scoring | Customization | White-Labeling | Reporting |
|------------------------------------------------|--------------|---------------|----------------|-----------|
| KnowBe4 Security Awareness Training            | 89%          | 88%           | 89%            | 89%       |
| Hoxhunt                                        | 94%          | 93%           | 92%            | 95%       |
| MetaCompliance Security Awareness Training     | 88%          | 87%           | 88%            | 88%       |
| Infosec IQ                                     | 88%          | 87%           | 89%            | 87%       |
| Proofpoint Security Awareness Training         | 84%          | 82%           | 81%            | 78%       |
| Arctic Wolf                                    | 99%          | 89%           | 93%            | 94%       |
| SoSafe                                         | 91%          | 91%           | 88%            | 88%       |
| Immersive Labs                                 | 83%          | 84%           | 86%            | 87%       |
| PhishingBox                                    | 95%          | 92%           | 94%            | 92%       |
| NINJIO Security Awareness                      |              | 92%           | 87%            | 86%       |
| usecure                                        | 90%          | 93%           | 92%            | 90%       |
| CybeReady Security Awareness Training Platform | 97%          | 94%           | 97%            | 95%       |
| Curricula                                      | 93%          | 92%           | 92%            | 96%       |
| Carbide                                        |              | 93%           |                | 96%       |
| Hook Security: Security Awareness Training     | 92%          | 94%           | 98%            | 96%       |

(Feature Comparison for Security Awareness Training continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.



# Feature Comparison for Security Awareness Training (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Administration

|                                                            | Risk-scoring | Customization | White-Labeling | Reporting |
|------------------------------------------------------------|--------------|---------------|----------------|-----------|
| CyberHoot Cybersecurity Awareness Training                 | N/A          | N/A           | N/A            | N/A       |
| Phished                                                    | 88%          | 87%           | 86%            | 89%       |
| Defendify All-In-One Cybersecurity Solution                | N/A          | N/A           | N/A            | N/A       |
| Webroot Security Awareness Training                        |              | N/A           |                | N/A       |
| Secure Code Warrior                                        | N/A          | N/A           | N/A            | N/A       |
| ThreatCop                                                  | N/A          | N/A           | N/A            | N/A       |
| CyberVista                                                 | N/A          | N/A           | N/A            | N/A       |
| Inspired eLearning – Security Awareness Training Solutions |              | N/A           | N/A            | N/A       |
| Avatao                                                     |              | 90%           |                | 88%       |
| Global Learning Systems                                    | N/A          | N/A           | N/A            | N/A       |
| Symantec Phishing Readiness                                | N/A          | N/A           | N/A            | N/A       |
| CultureAI                                                  | 79%          | 83%           | N/A            | 76%       |
| Haekka                                                     | N/A          | N/A           | N/A            | N/A       |
| ThreatAdvice Cybersecurity Education                       | N/A          | N/A           | N/A            | N/A       |
| Average                                                    | 90%          | 90%           | 90%            | 90%       |

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.

# Additional Data for Security Awareness Training

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

## Customers by Size

|                                                | Small Business<br>(50 or fewer emp.) | Mid-Market<br>(51-1000 emp.) | Enterprise<br>( >1000 emp.) |
|------------------------------------------------|--------------------------------------|------------------------------|-----------------------------|
| KnowBe4 Security Awareness Training            | 15%                                  | 69%                          | 16%                         |
| Hoxhunt                                        | 4%                                   | 20%                          | 76%                         |
| MetaCompliance Security Awareness Training     | 5%                                   | 72%                          | 23%                         |
| Infosec IQ                                     | 17%                                  | 64%                          | 19%                         |
| Proofpoint Security Awareness Training         | 9%                                   | 42%                          | 49%                         |
| Arctic Wolf                                    | 15%                                  | 75%                          | 10%                         |
| SoSafe                                         | 12%                                  | 63%                          | 26%                         |
| Immersive Labs                                 | 11%                                  | 33%                          | 56%                         |
| PhishingBox                                    | 32%                                  | 46%                          | 21%                         |
| NINJIO Security Awareness                      | 21%                                  | 61%                          | 18%                         |
| usecure                                        | 59%                                  | 32%                          | 9%                          |
| CybeReady Security Awareness Training Platform | 6%                                   | 58%                          | 35%                         |
| Curricula                                      | 39%                                  | 55%                          | 6%                          |
| Carbide                                        | 85%                                  | 15%                          | 0%                          |
| Hook Security: Security Awareness Training     | 41%                                  | 52%                          | 7%                          |

(Additional Data for Security Awareness Training continues on next page)

\*N/A is displayed when data is not publicly available.

# Additional Data for Security Awareness Training (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

## Customers by Size

|                                                            | Small Business<br>(50 or fewer emp.) | Mid-Market<br>(51-1000 emp.) | Enterprise<br>( >1000 emp.) |
|------------------------------------------------------------|--------------------------------------|------------------------------|-----------------------------|
| CyberHoot Cybersecurity Awareness Training                 | 76%                                  | 24%                          | 0%                          |
| Phished                                                    | 37%                                  | 45%                          | 18%                         |
| Defendify All-In-One Cybersecurity Solution                | 71%                                  | 29%                          | 0%                          |
| Webroot Security Awareness Training                        | 72%                                  | 22%                          | 7%                          |
| Secure Code Warrior                                        | 6%                                   | 41%                          | 53%                         |
| ThreatCop                                                  | 27%                                  | 73%                          | 0%                          |
| CyberVista                                                 | 50%                                  | 25%                          | 25%                         |
| Inspired eLearning – Security Awareness Training Solutions | 8%                                   | 72%                          | 21%                         |
| Avatao                                                     | 46%                                  | 31%                          | 23%                         |
| Global Learning Systems                                    | 0%                                   | 71%                          | 29%                         |
| Symantec Phishing Readiness                                | 20%                                  | 40%                          | 40%                         |
| CultureAI                                                  | 10%                                  | 40%                          | 50%                         |
| Haekka                                                     | 63%                                  | 38%                          | 0%                          |
| ThreatAdvice Cybersecurity Education                       | 39%                                  | 56%                          | 6%                          |
| Average                                                    | 31%                                  | 47%                          | 22%                         |

(Additional Data for Security Awareness Training continues on next page)

\*N/A is displayed when data is not publicly available.



# Additional Data for Security Awareness Training (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

## Implementation

|                                                | Deployment |             | Implementation Time    | Implementation Method |                      |                        |            | Number of Users Purchased     | Contract Term               |
|------------------------------------------------|------------|-------------|------------------------|-----------------------|----------------------|------------------------|------------|-------------------------------|-----------------------------|
|                                                | Cloud      | On-Premises | Avg. Months to Go Live | In-House Team         | Seller Services Team | Third-Party Consultant | Don't know | Median Number of Users Bought | Avg. Contract Term (Months) |
| KnowBe4 Security Awareness Training            | 77%        | 23%         | 1.0                    | 88%                   | 8%                   | 1%                     | 3%         | 175                           | 21                          |
| Hoxhunt                                        | 47%        | 53%         | 4.0                    | 23%                   | 5%                   | 1%                     | 70%        | 1750                          | 5                           |
| MetaCompliance Security Awareness Training     | 81%        | 19%         | 1.8                    | 78%                   | 10%                  | 1%                     | 11%        | 375                           | 22                          |
| Infosec IQ                                     | 73%        | 27%         | 1.3                    | 78%                   | 12%                  | 1%                     | 8%         | 175                           | 15                          |
| Proofpoint Security Awareness Training         | 81%        | 19%         | 2.1                    | 68%                   | 27%                  | 0%                     | 5%         | 375                           | 18                          |
| Arctic Wolf                                    | 45%        | 55%         | 1.4                    | 60%                   | 40%                  | 0%                     | 0%         | 375                           | 28                          |
| SoSafe                                         | 54%        | 46%         | 1.2                    | 79%                   | 17%                  | 0%                     | 4%         | 375                           | 17                          |
| Immersive Labs                                 | 67%        | 33%         | N/A                    | 20%                   | 0%                   | 0%                     | 80%        | N/A                           | N/A                         |
| PhishingBox                                    | 67%        | 33%         | 1.2                    | 78%                   | 13%                  | 0%                     | 9%         | 17                            | 14                          |
| NINJIO Security Awareness                      | 58%        | 42%         | 1.4                    | 78%                   | 19%                  | 0%                     | 3%         | 75                            | 10                          |
| usecure                                        | 81%        | 19%         | 0.9                    | 84%                   | 16%                  | 0%                     | 0%         | 56                            | 13                          |
| CybeReady Security Awareness Training Platform | 83%        | 17%         | 2.5                    | 42%                   | 50%                  | 0%                     | 8%         | 275                           | 19                          |
| Curricula                                      | 100%       | 0%          | 0.7                    | 100%                  | 0%                   | 0%                     | 0%         | N/A                           | 14                          |
| Carbide                                        | 62%        | 38%         | 3.8                    | 73%                   | 27%                  | 0%                     | 0%         | 17                            | 10                          |
| Hook Security: Security Awareness Training     | 79%        | 21%         | 0.6                    | 83%                   | 11%                  | 0%                     | 6%         | 56                            | 14                          |

(Additional Data for Security Awareness Training continues on next page)

\*N/A is displayed when data is not publicly available.





# Additional Data for Security Awareness Training (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

## Implementation

|                                                            | Deployment |             | Implementation Time    | Implementation Method |                      |                        |            | Number of Users Purchased     | Contract Term               |
|------------------------------------------------------------|------------|-------------|------------------------|-----------------------|----------------------|------------------------|------------|-------------------------------|-----------------------------|
|                                                            | Cloud      | On-Premises | Avg. Months to Go Live | In-House Team         | Seller Services Team | Third-Party Consultant | Don't know | Median Number of Users Bought | Avg. Contract Term (Months) |
| CyberHoot Cybersecurity Awareness Training                 | N/A        | N/A         | N/A                    | N/A                   | N/A                  | N/A                    | N/A        | N/A                           | N/A                         |
| Phished                                                    | 93%        | 7%          | 1.0                    | 86%                   | 14%                  | 0%                     | 0%         | 56                            | 17                          |
| Defendify All-In-One Cybersecurity Solution                | 82%        | 18%         | 0.5                    | 92%                   | 8%                   | 0%                     | 0%         | 56                            | 9                           |
| Webroot Security Awareness Training                        | 68%        | 32%         | 1.7                    | 95%                   | 0%                   | 5%                     | 0%         | 3                             | 3                           |
| Secure Code Warrior                                        | N/A        | N/A         | N/A                    | N/A                   | N/A                  | N/A                    | N/A        | N/A                           | N/A                         |
| ThreatCop                                                  | N/A        | N/A         | N/A                    | N/A                   | N/A                  | N/A                    | N/A        | N/A                           | N/A                         |
| CyberVista                                                 | N/A        | N/A         | N/A                    | N/A                   | N/A                  | N/A                    | N/A        | N/A                           | N/A                         |
| Inspired eLearning – Security Awareness Training Solutions | 46%        | 54%         | 1.9                    | 76%                   | 20%                  | 0%                     | 4%         | 375                           | 21                          |
| Avatao                                                     | N/A        | N/A         | N/A                    | N/A                   | N/A                  | N/A                    | N/A        | N/A                           | N/A                         |
| Global Learning Systems                                    | 80%        | 20%         | 1.8                    | 80%                   | 0%                   | 0%                     | 20%        | 175                           | N/A                         |
| Symantec Phishing Readiness                                | 40%        | 60%         | 1.1                    | 60%                   | 40%                  | 0%                     | 0%         | N/A                           | N/A                         |
| CultureAI                                                  | 100%       | 0%          | 1.0                    | 100%                  | 0%                   | 0%                     | 0%         | N/A                           | 26                          |
| Haekka                                                     | N/A        | N/A         | N/A                    | N/A                   | N/A                  | N/A                    | N/A        | N/A                           | N/A                         |
| ThreatAdvice Cybersecurity Education                       | N/A        | N/A         | N/A                    | N/A                   | N/A                  | N/A                    | N/A        | N/A                           | N/A                         |

(Additional Data for Security Awareness Training continues on next page)

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# Additional Data for Security Awareness Training (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

## User Adoption and Return on Investment (ROI)

|                                                | User Adoption         | Payback Period                           |
|------------------------------------------------|-----------------------|------------------------------------------|
|                                                | Average User Adoption | Estimated ROI (payback period in months) |
| KnowBe4 Security Awareness Training            | 88%                   | 13                                       |
| Hoxhunt                                        | 77%                   | 22                                       |
| MetaCompliance Security Awareness Training     | 69%                   | 18                                       |
| Infosec IQ                                     | 76%                   | 16                                       |
| Proofpoint Security Awareness Training         | 82%                   | 18                                       |
| Arctic Wolf                                    | 94%                   | 17                                       |
| SoSafe                                         | 76%                   | 27                                       |
| Immersive Labs                                 | N/A                   | N/A                                      |
| PhishingBox                                    | 72%                   | 21                                       |
| NINJIO Security Awareness                      | 80%                   | 12                                       |
| usecure                                        | 84%                   | 4                                        |
| CybeReady Security Awareness Training Platform | 94%                   | 10                                       |
| Curricula                                      | 87%                   | N/A                                      |
| Carbide                                        | 83%                   | 17                                       |
| Hook Security: Security Awareness Training     | 77%                   | 7                                        |

(Additional Data for Security Awareness Training continues on next page)

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# Additional Data for Security Awareness Training (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

## User Adoption and Return on Investment (ROI)

|                                                            | User Adoption         | Payback Period                           |
|------------------------------------------------------------|-----------------------|------------------------------------------|
|                                                            | Average User Adoption | Estimated ROI (payback period in months) |
| CyberHoot Cybersecurity Awareness Training                 | N/A                   | N/A                                      |
| Phished                                                    | 76%                   | 29                                       |
| Defendify All-In-One Cybersecurity Solution                | 90%                   | 8                                        |
| Webroot Security Awareness Training                        | 47%                   | 8                                        |
| Secure Code Warrior                                        | N/A                   | N/A                                      |
| ThreatCop                                                  | N/A                   | N/A                                      |
| CyberVista                                                 | N/A                   | N/A                                      |
| Inspired eLearning – Security Awareness Training Solutions | 92%                   | 19                                       |
| Avatao                                                     | N/A                   | N/A                                      |
| Global Learning Systems                                    | 89%                   | N/A                                      |
| Symantec Phishing Readiness                                | 38%                   | N/A                                      |
| CultureAI                                                  | 68%                   | N/A                                      |
| Haekka                                                     | N/A                   | N/A                                      |
| ThreatAdvice Cybersecurity Education                       | N/A                   | N/A                                      |
| Average                                                    | 78%                   | 16                                       |

(Additional Data for Security Awareness Training continues on next page)

\*N/A is displayed when data is not publicly available.



# Additional Data for Security Awareness Training (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

## Market Presence

|                                                | Seller Name          | Year Founded | Revenue (\$MM) | Employees on LinkedIn (Seller) | LinkedIn Followers | Twitter Followers (Seller) | Glassdoor Rating |
|------------------------------------------------|----------------------|--------------|----------------|--------------------------------|--------------------|----------------------------|------------------|
| KnowBe4 Security Awareness Training            | KnowBe4, Inc.        | 2010         | N/A            | 1,761                          | 166,304            | 14,276                     | 4.9              |
| Hoxhunt                                        | Hoxhunt              | 2016         | N/A            | 166                            | 4,621              | 429                        | 3.8              |
| MetaCompliance Security Awareness Training     | MetaCompliance       | 2005         | N/A            | 168                            | 6,637              | 3,145                      | 3.9              |
| Infosec IQ                                     | Infosec              | 2004         | N/A            | 321                            | 22,857             | 23,551                     | 4.5              |
| Proofpoint Security Awareness Training         | ProofPoint           | 2002         | N/A            | 4,412                          | 108,333            | 29,793                     | 4.0              |
| Arctic Wolf                                    | Arctic Wolf Networks | 2012         | N/A            | 2,121                          | 50,546             | 3,310                      | 4.4              |
| SoSafe                                         | SoSafe GmbH          | 2018         | N/A            | 365                            | 7,648              | 912                        | 3.9              |
| Immersive Labs                                 | Immersive Labs       | 2017         | N/A            | 322                            | 18,299             | 4,850                      | 3.2              |
| PhishingBox                                    | PhishingBox          | 2013         | N/A            | 24                             | 1,134              | 0                          | 5.0              |
| NINJIO Security Awareness                      | NINJIO               | 2015         | N/A            | 65                             | 3,959              | 2,608                      | 4.9              |
| usecure                                        | usecure              | 2016         | N/A            | 32                             | 3,208              | 948                        | 5.0              |
| CybeReady Security Awareness Training Platform | CybeReady            |              | N/A            | 37                             | 3,798              | 4,356                      | N/A              |
| Curricula                                      | Curricula            | 2015         | N/A            | 12                             | 2,244              | 1,580                      | N/A              |
| Carbide                                        | Carbide              |              | N/A            | 45                             | 1,488              | 564                        | N/A              |
| Hook Security: Security Awareness Training     | Hook Security        | 2019         | N/A            | 16                             | 8,458              | 181                        | N/A              |

(Additional Data for Security Awareness Training continues on next page)

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# Additional Data for Security Awareness Training (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

## Market Presence

|                                                                   | Seller Name                   | Year Founded | Revenue (\$MM) | Employees on LinkedIn (Seller) | LinkedIn Followers | Twitter Followers (Seller) | Glassdoor Rating |
|-------------------------------------------------------------------|-------------------------------|--------------|----------------|--------------------------------|--------------------|----------------------------|------------------|
| <b>CyberHoot Cybersecurity Awareness Training</b>                 | CyberHoot                     | 2015         | N/A            | 5                              | 524                | 202                        | N/A              |
| <b>Phished</b>                                                    | Phished                       | 2018         | N/A            | 37                             | 3,175              | 0                          | N/A              |
| <b>Defendify All-In-One Cybersecurity Solution</b>                | Defendify                     | 2017         | N/A            | 28                             | 1,508              | 309                        | 5.0              |
| <b>Webroot Security Awareness Training</b>                        | Webroot                       |              | N/A            | 326                            | 24,580             | 66,189                     | 3.6              |
| <b>Secure Code Warrior</b>                                        | Secure Code Warrior           | 2015         | N/A            | 262                            | 10,998             | 2,675                      | 3.9              |
| <b>ThreatCop</b>                                                  | Kratikal Tech Private Limited | 2012         | N/A            | 130                            | 10,341             | 35                         | 3.5              |
| <b>CyberVista</b>                                                 | CyberVista                    | 2016         | N/A            | 52                             | 3,097              | 5,732                      | 5.0              |
| <b>Inspired eLearning – Security Awareness Training Solutions</b> | VIPRE Security                | 1994         | N/A            | 157                            | 6,199              | 8,935                      | 3.9              |
| <b>Avatao</b>                                                     | Avatao                        | 2014         | N/A            | 11                             | 944                | 0                          | N/A              |
| <b>Global Learning Systems</b>                                    | Global Learning Systems       | 2000         | N/A            | 27                             | 1,561              | 253                        | 3.8              |
| <b>Symantec Phishing Readiness</b>                                | Symantec                      | 1982         | N/A            | 13,989                         | 431,071            | 199,416                    | 3.9              |
| <b>CultureAI</b>                                                  | CultureAI                     | 2015         | N/A            | 28                             | 1,269              | 322                        | 5.0              |
| <b>Haekka</b>                                                     | Haekka                        | 2020         | N/A            | 6                              | 145                | 0                          | N/A              |
| <b>ThreatAdvice Cybersecurity Education</b>                       | NXTsoft                       |              | N/A            | 165                            | 4,707              | 766                        | N/A              |

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