KnowBe4
Human error. Conquered.

TOP-CLICKED
PHISHING
TESTS

TOP SOCIAL MEDIA EMAIL SUBJECTS

Q4 2017

8% New Voice Message

8% Free Pizza

12% Tagged Photo

19% Login Alert

"Add Me"

"Join Network"

LinkedIn **53%**

"Reset Password"

"New Message
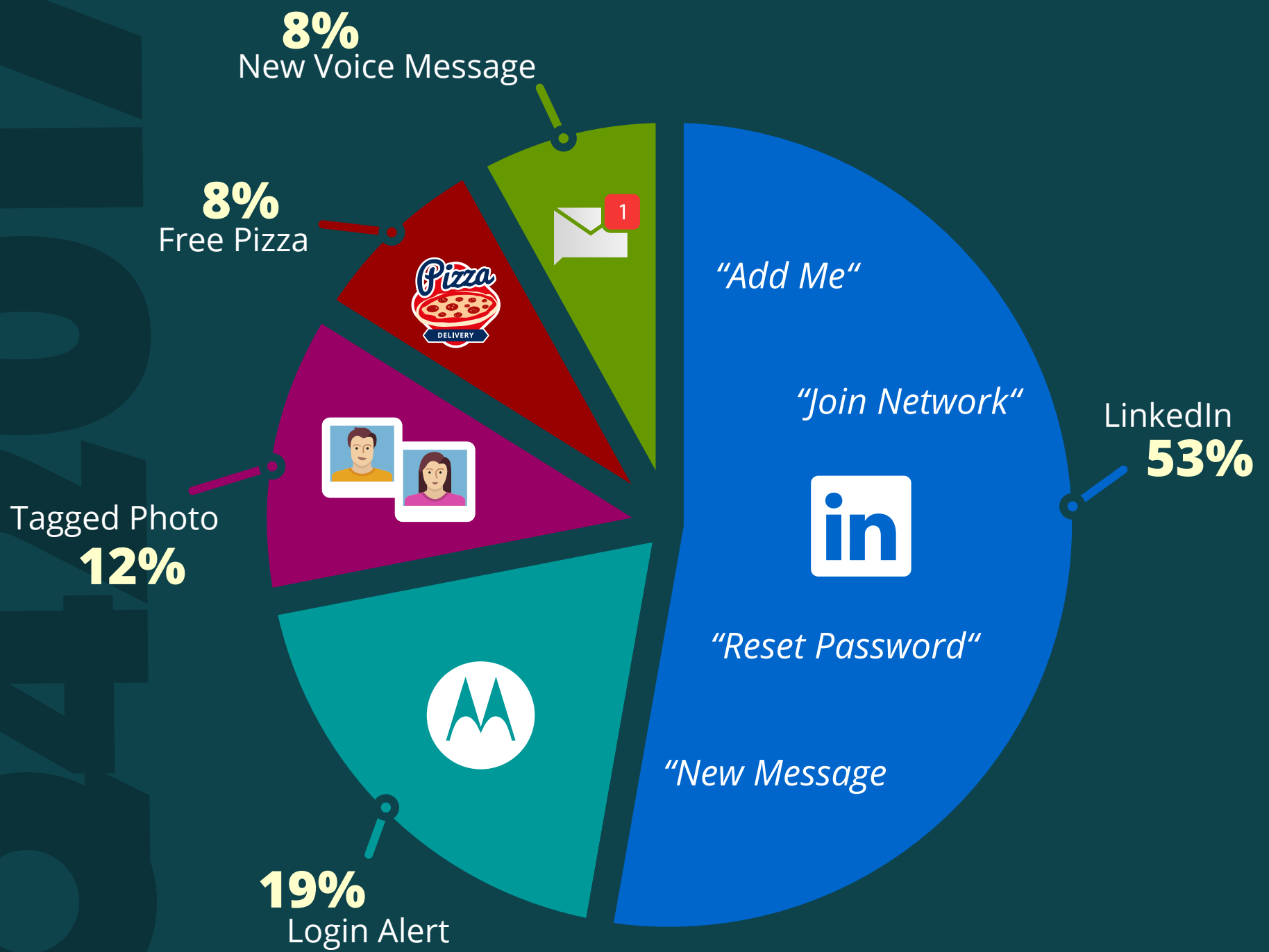
KEY TAKEAWAY

ⓘ Certain types of messages sail through personal security defenses because they play into the human psyche. Whether it is wanting to be popular or recognized, these types of email make someone feel important. And people love free pizza!

TOP 10 GENERAL EMAIL SUBJECTS

Subject	%
🚚 A Delivery Attempt Was Made	18%
📦 UPS Label Delivery 1ZBE312TNY00015011	16%
🔒 Change of Password Required Immediately	15%
📝 Unusual sign-in activity	9%
🍷 Happy Holidays! Have a drink on us.	8%
LinkedIn Join my network on LinkedIn	7%
👥 Staff Review 2017	7%
🏥 All Employees: Update your Healthcare Info	7%
☕ Psst. PSL is B-A-C-K!	7%
✉️ Invitation: Performance Review	6%

KEY TAKEAWAY

ⓘ Email is an effective way to phish users when disguised as legitimate email. These methods allow attackers to craft and distribute enticing material for both random (general phish) and targeted (spear-phish) means, leveraging multiple psychological triggers and engaging in what amounts to a continuous maturity cycle.

COMMON *"IN THE WILD"* ATTACKS

- Microsoft Drive: Invoice&payment21.pdf
- ID Suspension
- Your domains have been blocked
- Microsoft Office 365 Upgrade Test
- Facebook: Secure your Account
- PayPal: Your account was recently logged into from a new browser or device
- HR: End of year payroll Adjustment
- Alibaba.com: Lisa Witt has sent you an inquiry
- Microsoft Outlook: Inbound Activity Error: Failure receiving mail [Case ID: 39900801]
- Your iCloud account was used to login from a new device and location

KEY TAKEAWAY

ⓘ These attacks are effective in that they are using the personal rewards of the target as the lure. Also, a single-stage phish is easier to accomplish than multi-stage because it exploits an immediate psychological 'knee jerk' impulse.