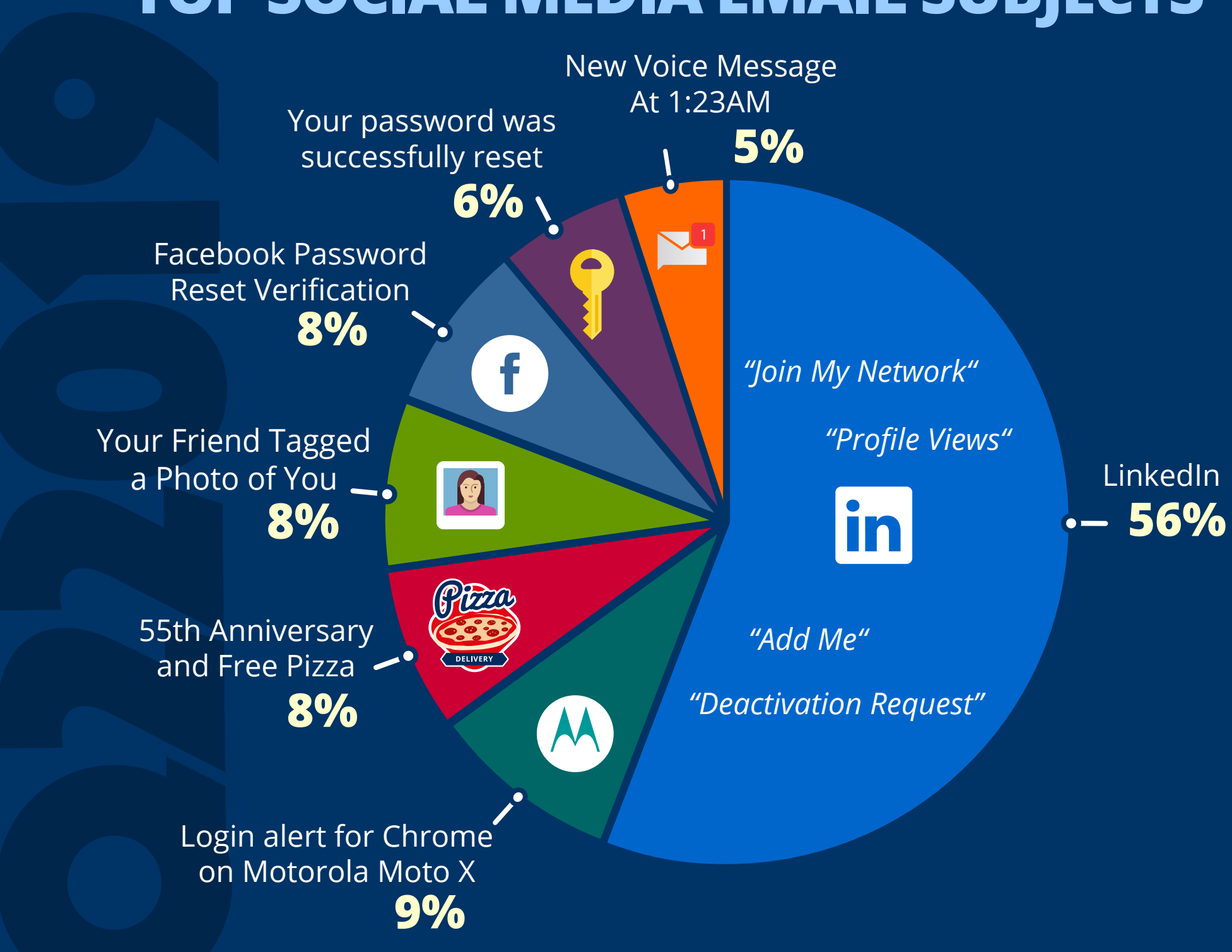
KnowBe4
Human error. Conquered.

TOP-CLICKED PHISHING TESTS

TOP SOCIAL MEDIA EMAIL SUBJECTS



KEY TAKEAWAY

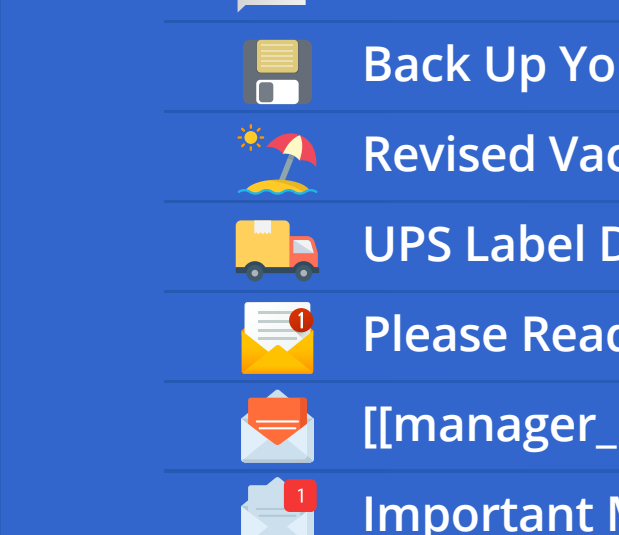
LinkedIn messages continue to dominate the top social media email subjects, with several variations of messages such as "join my network" or "add me." Other alerts containing security-related warnings come unexpectedly and can cause feelings of alarm. Messages such as new message or a friend tagged a photo of you can make someone feel special and entice them to click. And everyone loves free pizza!

TOP 10 GENERAL EMAIL SUBJECTS

Password Check Required Immediately	35%
De-activation of [[email]] in Process	11%
Urgent press release to all employees	9%
You Have A New Voicemail	8%
Back Up Your Emails	8%
Revised Vacation & Sick Time Policy	7%
UPS Label Delivery, 1ZBE312TNY00015011	6%
Please Read Important from Human Resources	6%
[[manager_name]] sent you a file on Box	5%
Important Message from [[company_name]] Admin	5%

KEY TAKEAWAY

Password management is a popular way to get people to click on a link. Hackers also play into employees' emotions, causing them to panic when they see a de-activation of [email] in process. And who can resist HR-related messages that could potentially affect the daily work of employees?



COMMON *"IN THE WILD"* ATTACKS

- eBay: [Important] Your account.
- Google: Your photo has been successfully published
- Outlook/Microsoft: You're invited to share this calendar
- Secure Your Btc Wallet Now
- Amazon: Account Refund Verification Status
- Unusual sign-in activity
- Check Sent
- LinkedIn: LinkedIn Password Reset
- Warning: Unauthorized Software Detection
- Microsoft: You've been assigned a task!

KEY TAKEAWAY

The common theme we see here is the push for action required. One message even has an exclamation point, which emphasizes the urgency of the message. These types of attacks are effective because they cause a person to react before thinking logically about the legitimacy of the email.