

What Makes People Click?

Top-clicked Phishing Tests July - September 2025



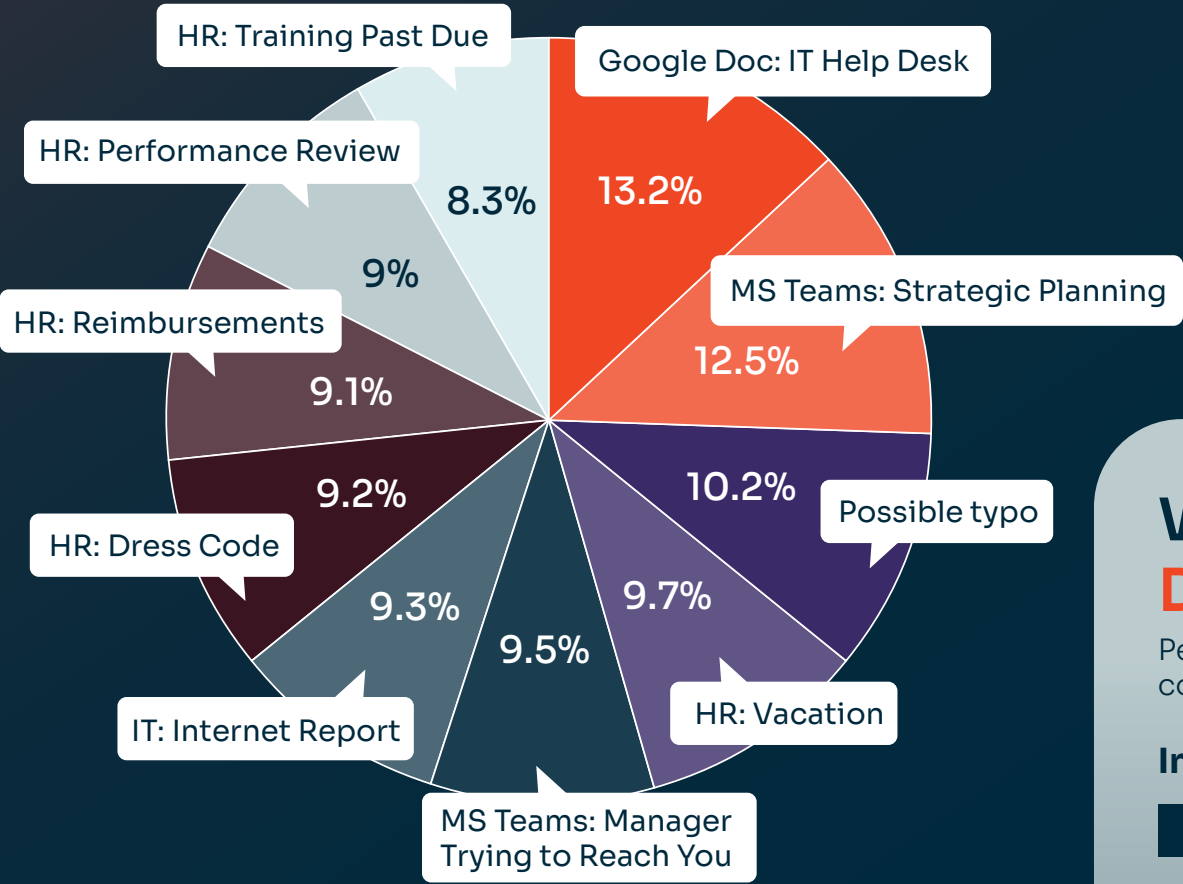
Learn which KnowBe4 phishing simulations people interacted with the most

Top 10 Subject Lines

Most-clicked subject line

Google: Document shared with you: [[company_name]] IT Help Desk Info

Personalization increased clicks. Internal topics were mentioned in 89.8%, with HR called out in 45.3%.



Top 5 Branded Landing Pages

69.9% of landing pages people interacted with were branded. Microsoft was the most-impersonated at 25.2%. Together, social media sites came in just below at 20.6%.

- 1

Microsoft
- 2

LinkedIn
- 3

X
- 4

okta
- 5

amazon

10 Most-Reported Real Phishing Attacks

We analyzed the subject lines, payloads and techniques used in the top 10 real phishing attacks reported using the KnowBe4 Phish Alert Button.

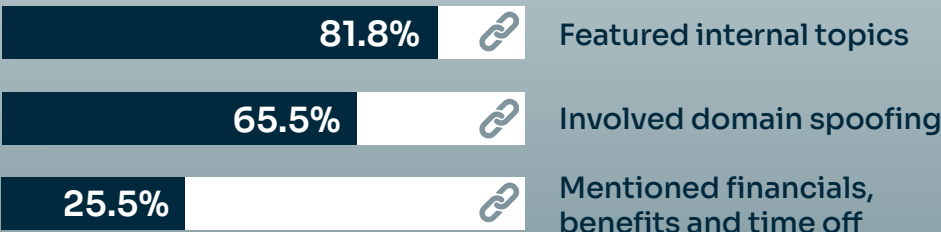
1. **Microsoft:** Reserve Your Attendance
2. **IT:** Copilot AI License Activation
3. **FedEx:** Reschedule Your Delivery
4. **IT Support** Security Verification Opt-in form
5. **Facebook:** Your Page [[company_name]] is Eligible for the Verified Badge
6. **DocuSign:** Please Review & Sign
7. **Zoom:** "Action Required" Project Invitation Access
8. **Important:** Fall Academic Changes
9. **Webmail Access Failure** – Automated Diagnostic Report Enclosed
10. **HR:** You received positive feedback!

= Phishing Link = Spoofs Domain = Branded

Which Simulated Payloads Did People Interact With Most?

People interacted most with emails that impersonated colleagues or referenced internal systems or topics.

In the top 20 hyperlinks clicked



Plus, 7 of the top 10 QR codes scanned referenced HR



56.1%



Of the top 20 attachments people opened were PDFs

The remaining were

19.3%



HTML files

24.5%



Word docs