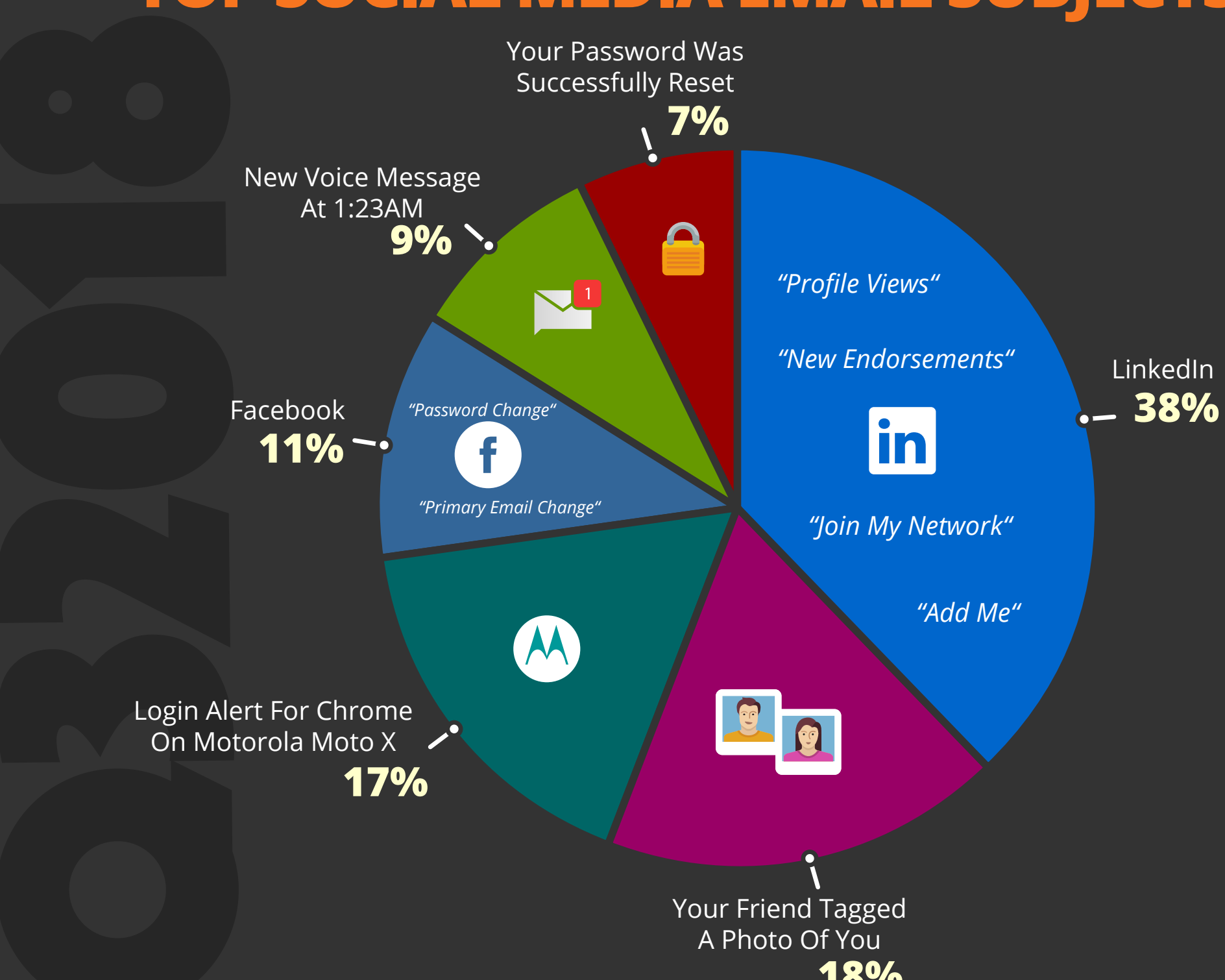
KnowBe4
Human error. Conquered.

TOP-CLICKED PHISHING TESTS

TOP SOCIAL MEDIA EMAIL SUBJECTS



KEY TAKEAWAY

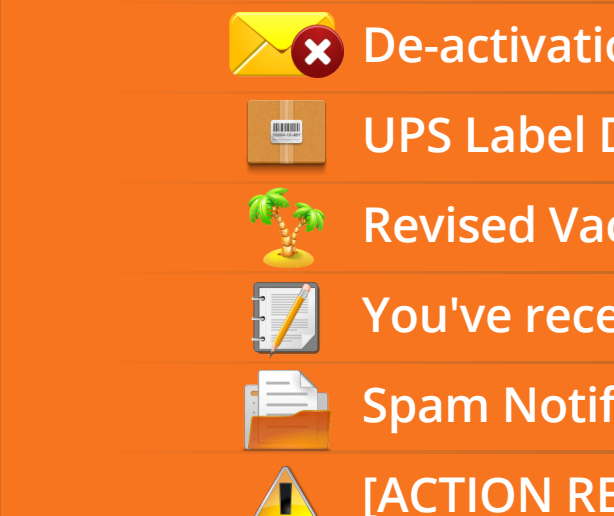
The curiosity and feeling of importance that a tagged photo, profile view or endorsement can cause sail past an individual's normal defenses. Other alerts that contain warning types of messages can bring about feelings of alarm and cause an individual to make a panicked decision.

TOP 10 GENERAL EMAIL SUBJECTS

Password Check Required Immediately	34%
You Have A New Voicemail	13%
Your order is on the way	11%
Change of Password Required Immediately	9%
De-activation of [[email]] in Process	8%
UPS Label Delivery 1ZBE312TNY00015011	6%
Revised Vacation & Sick Time Policy	6%
You've received a Document for Signature	5%
Spam Notification: 1 New Messages	4%
[ACTION REQUIRED] - Potential Acceptable Use Violation	5%

KEY TAKEAWAY

Hackers are playing into employees' desires to remain security minded. There's also an intrigue of mystery that often makes people curious enough to click (i.e., new voicemail, order on the way). Password management is a popular way to get people to click on a link.



COMMON *"IN THE WILD"* ATTACKS

- You have a new encrypted message
- IT: Syncing Error - Returned incoming messages
- HR: Contact information
- FedEx: Sorry we missed you.
- Microsoft: Multiple log in attempts
- IT: IMPORTANT – NEW SERVER BACKUP
- Wells Fargo: Irregular Activities Detected On Your Credit Card
- LinkedIn: Your account is at risk!
- Microsoft/Office 365: [Reminder]: your secured message
- Coinbase: Your cryptocurrency wallet: Two-factor settings changed

KEY TAKEAWAY

The desire to receive communications intended for the individual is strong. The potential of something being wrong and/or at risk also plays into the human psyche, leaving the individual to think that he/she must act immediately to resolve the issue. These types of attacks are effective because they cause a person to react before thinking logically about the legitimacy of the email.