

What Makes People Click?

Top-clicked Phishing Tests
October - December 2025

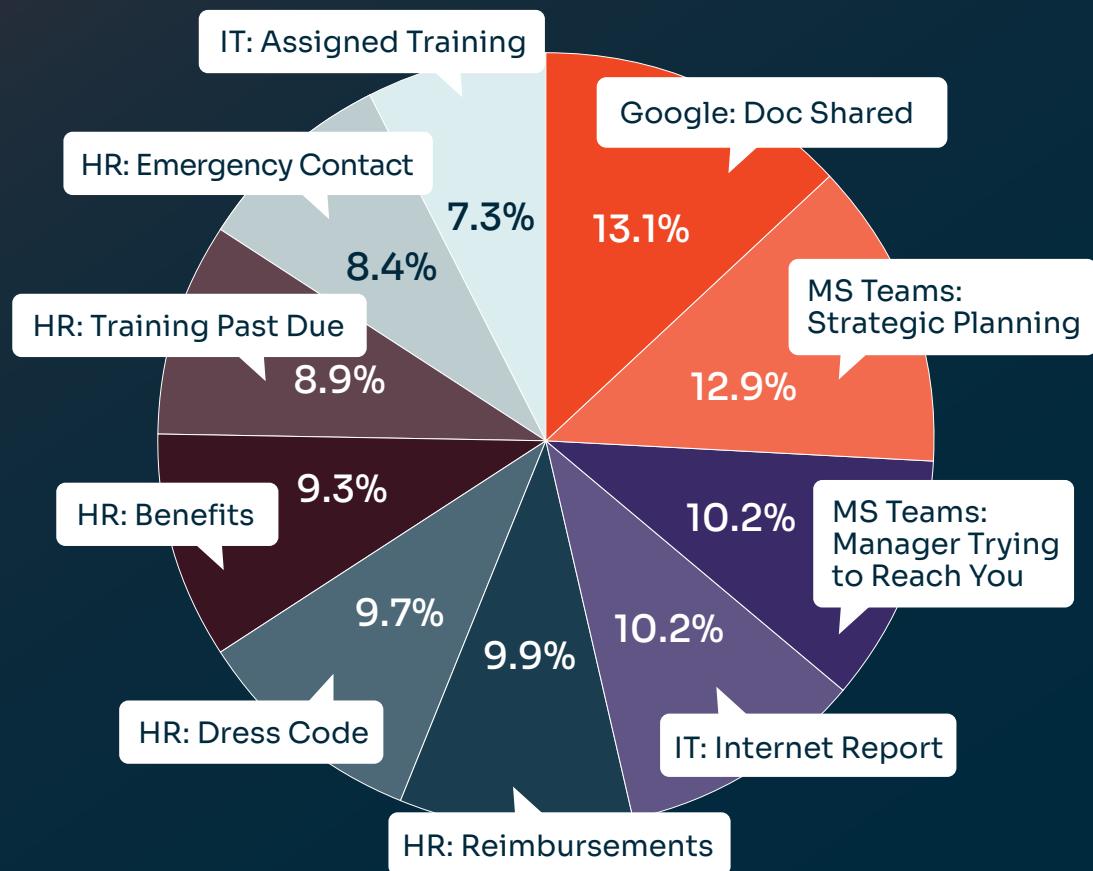
Learn which KnowBe4 phishing simulations people interacted with the most

Top 10 Subject Lines

Most-clicked subject line

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

Personalization increased click rate: the two most-clicked subject lines contained the recipients' company name. Internal topics were mentioned in 100%, with HR called out in 46%.



Top 5 Branded Landing Pages

62% of landing pages people interacted with were branded. Microsoft was the most-impersonated at 22.9%. Together, social media sites came in just below at 14.5%.

- 1 Microsoft
- 2 amazon
- 3 okta

- 4 X
- 5 Google

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 Excel: Agreement between you and 4 other parties
2. ShareFile: [[manager_name]] has sent you files
3. Document Upload Reminder
4. Google: Google updated your settings
5. Zoom: The Strategy Meeting is LIVE. Please Enter
6. Invoice Payment Process
7. IT: Required: Adobe Sign New Update
8. Coinbase: A withdrawal has been started
9. DHL: Import Duty/Tax Payment Needed
10. HR: Open Enrollment Ending Today

🔗 = Phishing Link

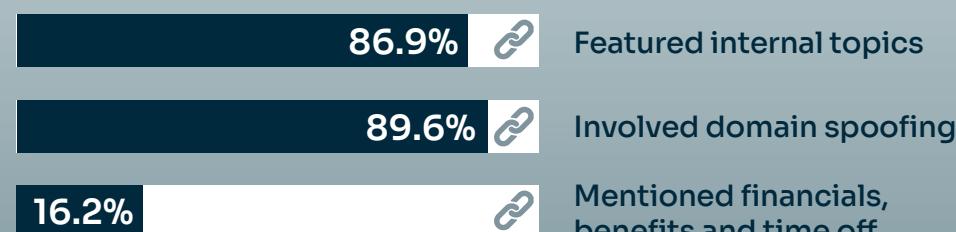
🌐 = Spoofed Domain

HTML = HTML Attachment

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, the top QR codes scanned referenced IT and HR!



52.9%
PDF
Of the top 20 attachments people opened were PDFs

The remaining were
23.4% HTML files
23.8% Word docs