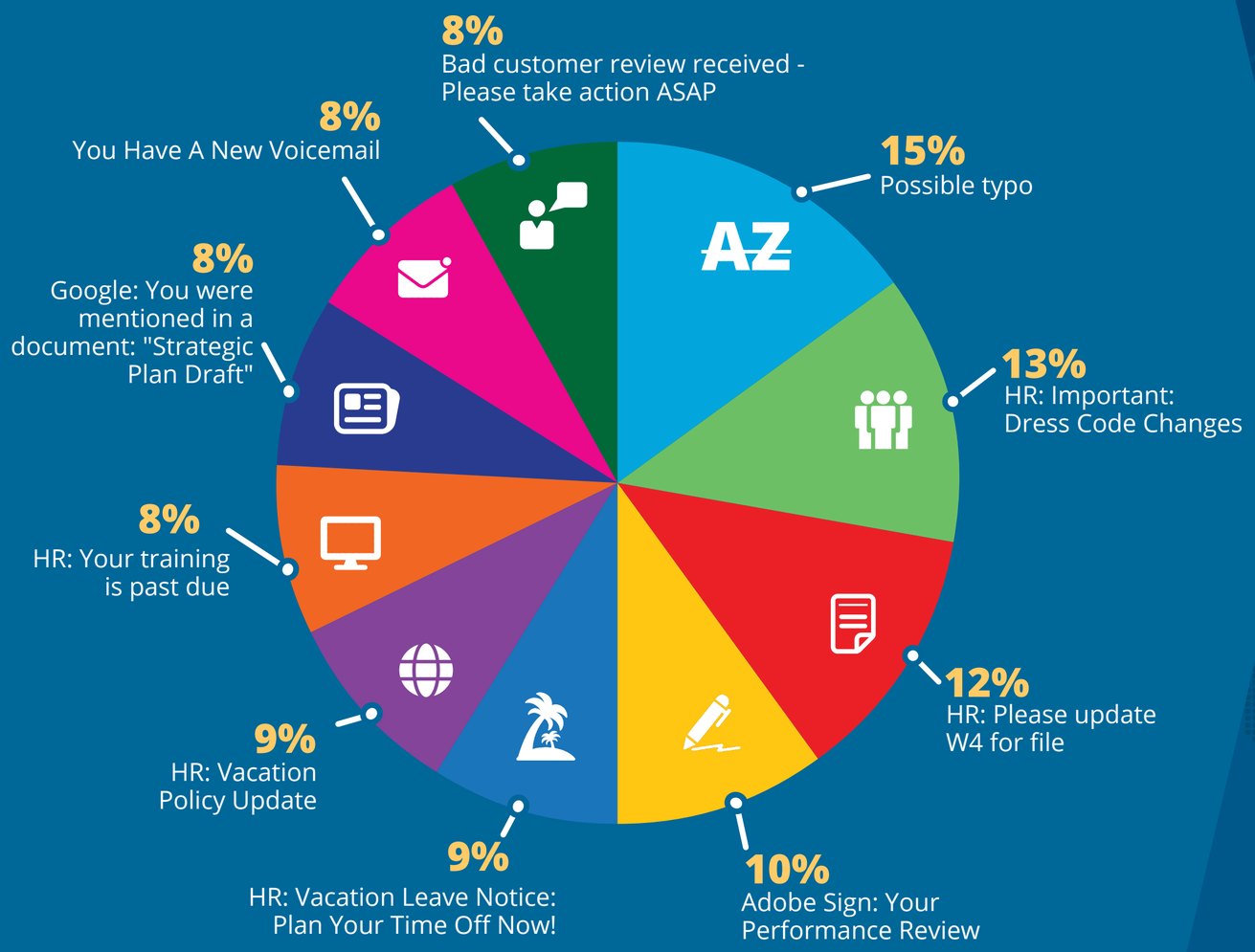
TOP-CLICKED PHISHING TESTS

TOP PHISHING EMAIL SUBJECTS GLOBALLY



Key Takeaway

We have seen a lot more business related subjects coming from HR/IT/Managers in the last few quarters. These attacks are effective because they could potentially affect users' daily work.

RECENT "IN THE WILD" ATTACKS

- LinkedIn: LinkedIn Enhanced Security
- AWS: AWS Account on Hold: Response Required
- IT: ChatGPT Demand Survey
- Voicemail received
- HR: Director and Employee Evaluation Reports
- Coinbase: Your Coinbase account is frozen
- Urgent Request from [[manager_name]]
- Microsoft: Time-Sensitive: Renew Your Password Now
- Dropbox: You've received a new document via Dropbox DocSend
- Zoom: We encountered a problem with your scheduled meeting

Key Takeaway

This quarter we see LinkedIn, IT, and online service notifications that could potentially affect users' daily work. These types of attacks are effective because they get users to click before thinking logically about the legitimacy of the email.

TOP 5 ATTACK VECTOR TYPES

Link
Phishing Hyperlink in the Email

Spoofs Domain
Appears to Come From the User's Domain

PDF Attachment
Email Contains a PDF Attachment

HTML Attachment
Email Contains an HTML Attachment

Branded
Phishing Test Link Has User's Organizational Logo and Name

Key Takeaway

This is a ranking of top attack vector types used in KnowBe4 Phishing Security Tests. The #1 vector for the past quarter from our phishing tests and those seen in the wild are phishing links in the email body. When these links are clicked they often lead to disastrous cyberattacks such as ransomware and business email compromise.

TOP HOLIDAY PHISHING EMAIL SUBJECTS

- Amazon: Save up to 50% off on Halloween
- Starbucks: Free Pumpkin Spice Latte
- HR: Halloween costume contest!
- Walmart: $10 off Halloween Candy!
- Hulu: Start Screaming on Hulu Today!

Key Takeaway

Emails about discounts and freebies for Halloween and fall items entice users to click. We also typically see messages claiming to be from HR for the holidays, piquing users' interest in office celebrations.