**TOP 10 GENERAL EMAIL SUBJECTS**

- **Password Check Required Immediately**: 43%
- **A Delivery Attempt was made**: 9%
- **De-activation of [email] in Process**: 9%
- **New food trucks coming to [company_name]**: 8%
- **Updated Employee Benefits**: 7%
- **Revised Vacation & Sick Time Policy**: 6%
- **You Have A New Voicemail**: 6%
- **New Organizational Changes**: 4%
- **Change of Password Required Immediately**: 4%
- **Staff Review 2018**: 4%

**KEY TAKEAWAY**

Hackers are playing into employees’ desires to remain security minded. Their curiosity is piqued with delivery attempt messages and HR-related messages that could potentially affect their daily work. And everyone loves a good food truck!

**COMMON "IN THE WILD" ATTACKS**

- Skype: New Unread Voicemail Message
- Transaction Refund
- [NAME] shared a document with you
- Microsoft Teams: Please authenticate your account
- Bonus payments for selected employees
- Cisco Webex: Your account is blocked
- Amazon: Billing Address Mismatch
- USPS: High Priority Package: Track it now!
- Verizon: Security Update
- Adobe Cloud: Shared a file with you on Adobe Cloud

**KEY TAKEAWAY**

The potential for gaining something of value is a common reason for clicks; here there are two messages with “refund” and “bonus” in the subject. Another common theme is a push for action required. These types of attacks are effective because they cause a person to react before thinking logically about the legitimacy of the email.