KnowBe4
Human error. Conquered.

TOP-CLICKED PHISHING TESTS

TOP 10 EMAIL CATEGORIES

KEY TAKEAWAY

Business phishing emails are the most clicked subject category across the world. These range from messages purporting to be from internal organizational departments, to external requests for information that convey a sense of urgency and entice users to take an action.

TOP PHISHING EMAIL SUBJECTS

The United States

1. Password Check Required Immediately
2. Important: Dress Code Changes
3. Vacation Policy Update
4. Important Social Media Policy Change
5. Employee Discounts on Amazon for your Holiday Shopping

Europe, Middle East and Africa

1. Accept Invitation - Staff Meeting via Teams
2. Employee Portal - Timecard Not Submitted
3. Enclosed attachment for your review
4. Immediate password verification required
5. [[company_name]] Invoice

KEY TAKEAWAY

In the US, most of the subjects have the appearance of coming from the users' own organization. In Europe, Middle East and Africa, we see the top subject is related to users' everyday tasks. Messages masquerading as LinkedIn notifications can make someone feel special and entice them to click.

COMMON *"IN THE WILD"* ATTACKS

- IT: Cloud Enrollment
- Special Project Information
- You Have Some New Messages
- Teams Events
- Microsoft: Private Shared Document Received

KEY TAKEAWAY

This quarter we see IT and HR-related messages that could potentially affect users' daily work. Social media account security alerts are effective because they cause a person to react before thinking logically about the legitimacy of the email.