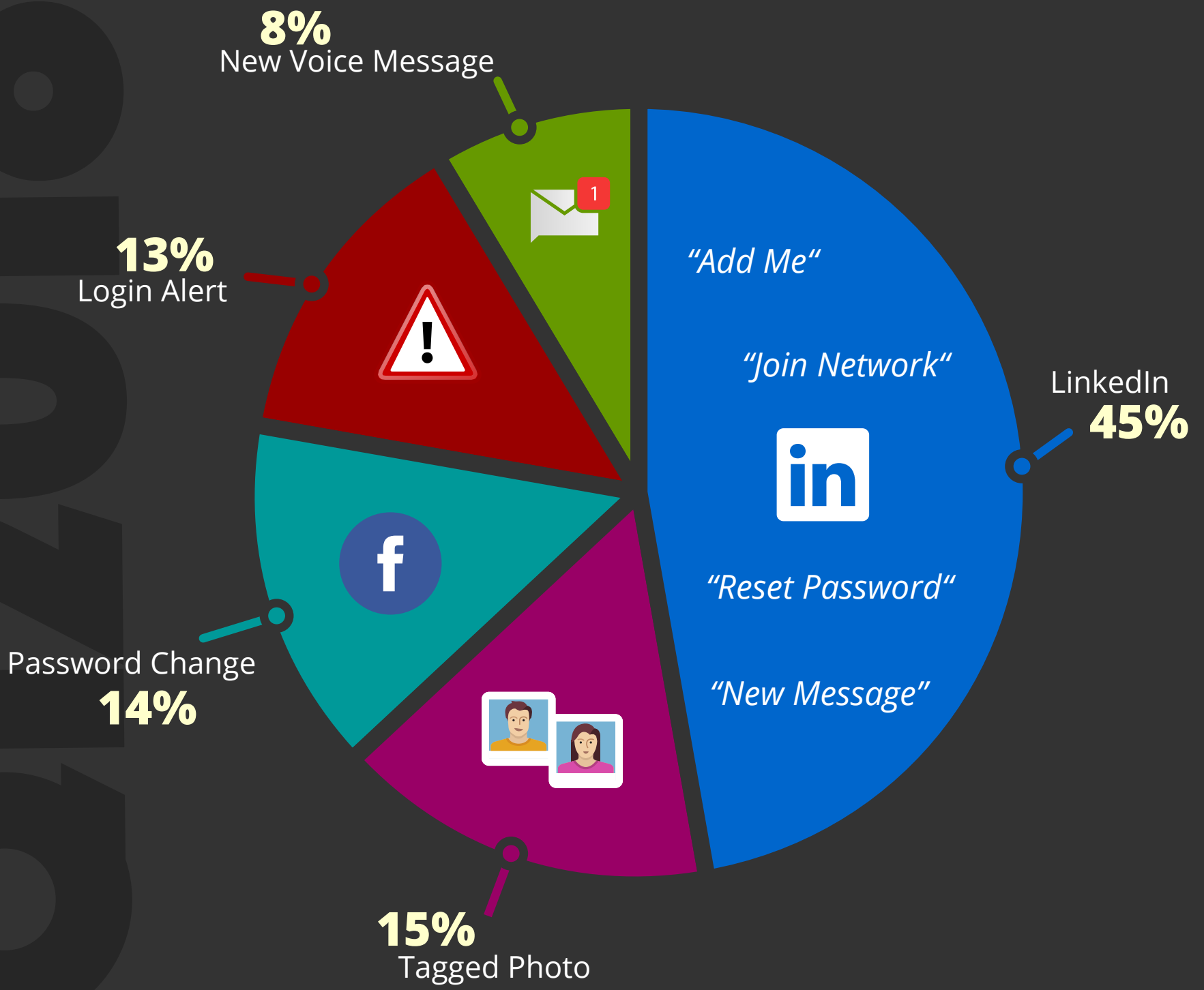


TOP-CLICKED PHISHING TESTS

TOP SOCIAL MEDIA EMAIL SUBJECTS



KEY TAKEAWAY



Certain types of messages sail through personal security defenses because they play into the human psyche. Whether it is wanting to be popular or recognized, these types of email make someone feel important or alarmed.

TOP 10 GENERAL EMAIL SUBJECTS

| | |
|--|-----|
| A Delivery Attempt Was Made | 21% |
| Change of Password Required Immediately | 20% |
| W-2 | 13% |
| Company Policy Update for Fraternization | 10% |
| UPS Label Delivery 1ZBE312TNY00015011 | 10% |
| Revised Vacation and Time Policy | 8% |
| Staff Review 2017 | 7% |
| Urgent Press Release to All Staff | 5% |
| Deactivation of (email) in Process | 4% |
| Please Read: Important From HR | 2% |

KEY TAKEAWAY



Email is an effective way to phish users when disguised as legitimate email. These methods allow attackers to craft and distribute enticing material for both random (general phish) and targeted (spear-phish) means, leveraging multiple psychological triggers and engaging in what amounts to a continuous maturity cycle.



COMMON "IN THE WILD" ATTACKS

- IT DESK: Security Alert Reported on Campus
- IT DESK: Campus Emergency Scare
- IT DESK: Security Concern on Campus Earlier
- Amazon: Billing Address Mismatch
- Password Review
- Urgent Security Event: Your account details were found online
- Wells Fargo: New device detected
- Microsoft: Updates to our terms of use
- GasBuddy: Major car recall announced today
- CNN: Facebook-Cambridge Analytica Apology Tour

KEY TAKEAWAY



These attacks are effective in that they are using the tragic or alarming events to get an immediate reaction from the target. Also, a single-stage phish is easier to accomplish than multi-stage because it exploits an immediate psychological 'knee jerk' impulse.