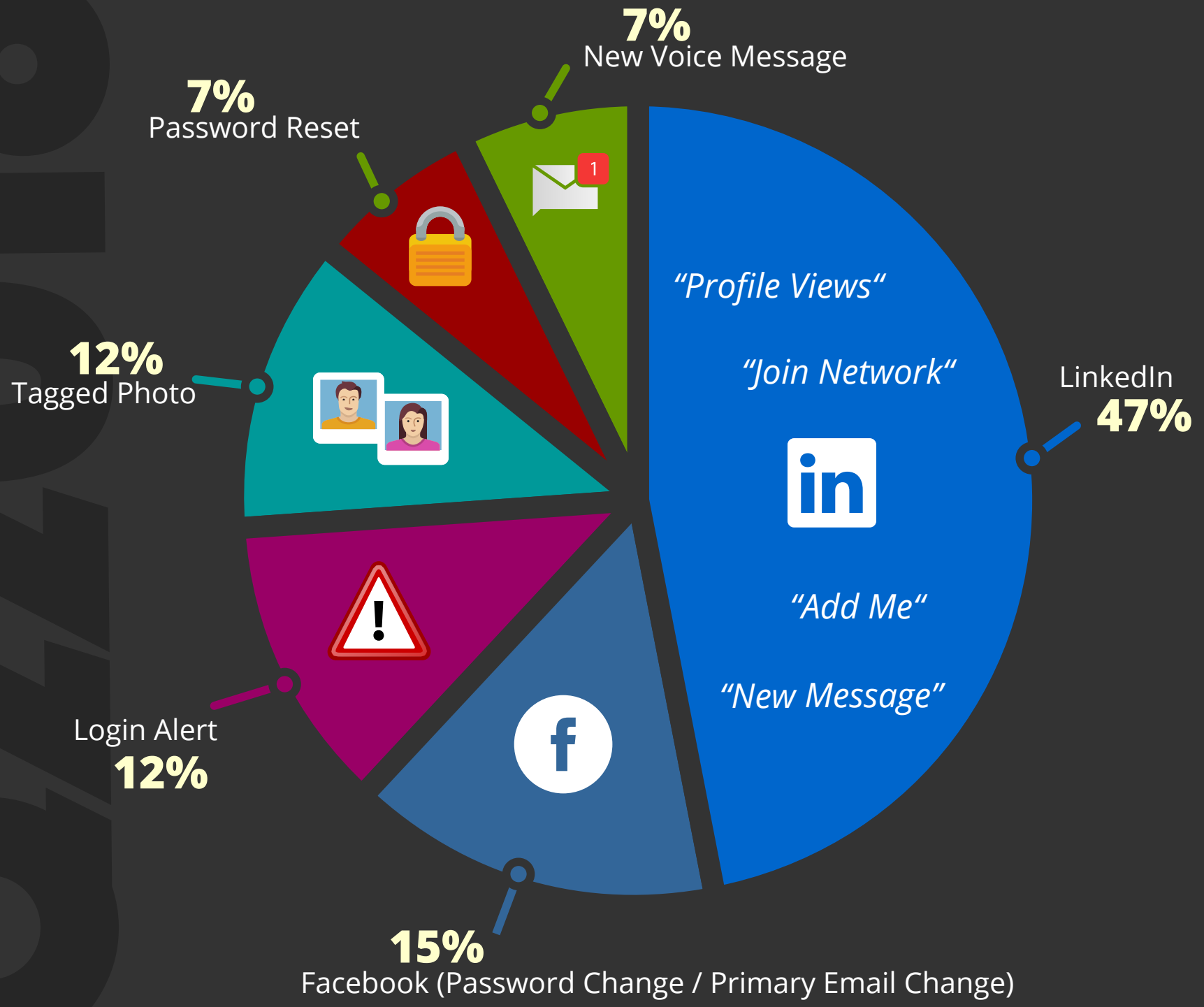


TOP-CLICKED PHISHING TESTS

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 emails make a person feel important or alarmed.

TOP 10 GENERAL EMAIL SUBJECTS

	Password Check Required Immediately	15%
	Security Alert	12%
	Change of Password Required Immediately	11%
	A Delivery Attempt was made	10%
	Urgent press release to all employees	10%
	De-activation of [[email]] in Process	10%
	Revised Vacation & Sick Time Policy	9%
	UPS Label Delivery, 1ZBE312TNY00015011	9%
	Staff Review 2017	7%
	Company Policies-Updates to our Fraternization Policy	7%

KEY TAKEAWAY



Email is an effective way to phish users when disguised as a legitimate email. These methods allow attackers to craft and distribute enticing material for both ransom (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

- Microsoft: Re: Important Email Backup Failed
- Microsoft/Office 365: Re: Clutter Highlight
- Wells Fargo: Your Wells Fargo contact information has been updated
- Chase: Fraudulent Activity On Your Checking Account - Act Now
- Office 365: Change Your Password Immediately
- Amazon: We tried to deliver your package today
- Amazon: Refund - Valid Billing Information Needed
- IT: Ransomware Scan
- Docusign: Your Docusign account is suspended
- You have a secure message

KEY TAKEAWAY



These attacks are effective in that they try to get the target to either avoid a negative consequence gain something of value. Also, a single-stage phish is easier to accomplish than multi-stage because it exploits an immediate psychological 'knee jerk' impulse.