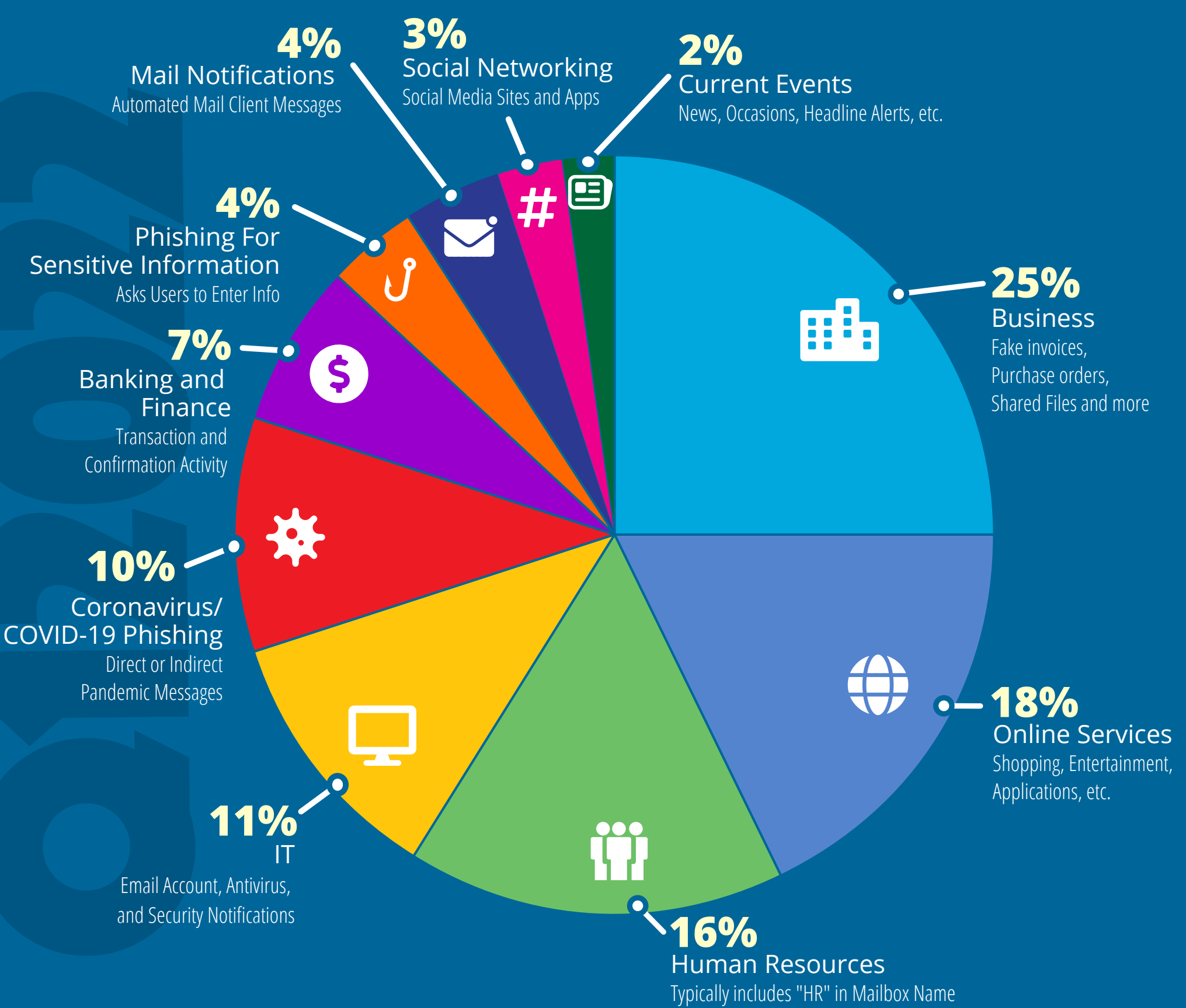


TOP-CLICKED PHISHING TESTS

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. HR: New requirements tracking Covid vaccinations
2. Password Check Required Immediately
3. HR: Vacation Policy Update
4. HR: Important: Dress Code Changes
5. Acknowledge Your Appraisal

Europe, Middle East and Africa

1. Authorize Pending Transaction on your Wallet
2. HR: Registration for COVID-19 Study
3. IT: End of Year Password Policy
4. HR: Code of Conduct
5. Your Benefit Account Has Been Updated

KEY TAKEAWAY

In the US, most of the subjects have the appearance of coming from the users' own organization. In EMEA, we also see HR-related emails but topping the list is regarding a financial transaction. These notifications seem urgent and entice users to click.

GLOBAL HOLIDAY EMAILS

1. HR: Change in Holiday Schedule
2. Someone special sent you a Valentine's Day ecard!
3. St. Patrick's Day: Employee Behavior/Company Policies
4. Our Valentine's Day Gift To You
5. Starbucks: Happy Holidays! Have a drink on us.

KEY TAKEAWAY

HR-related messages such as a change in the schedule for the holidays likely piqued interest from employees to see if they would receive an extra day off or shortened work schedule due to the holidays.

COMMON "IN THE WILD" ATTACKS

- ✓ IT: Software Update
- ✓ Google Forms: Your Voice Engagement Survey
- ✓ Zoom: You missed a Zoom meeting
- ✓ Project Notice
- ✓ Dropbox: Updates about your account

KEY TAKEAWAY

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