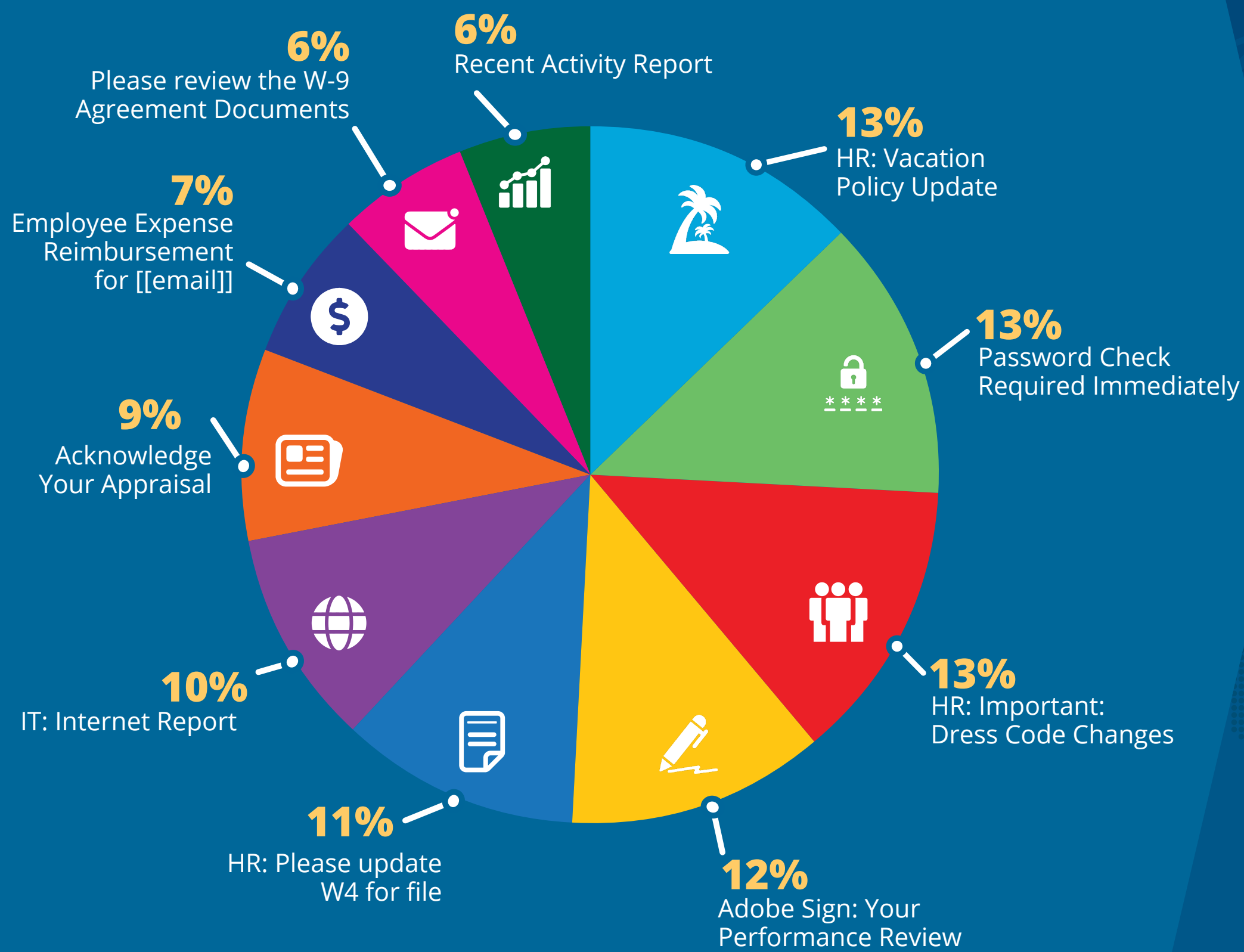


TOP-CLICKED

# PHISHING TESTS

## TOP PHISHING EMAIL SUBJECTS GLOBALLY



### Key Takeaway

We have seen a lot more business-related subjects coming from HR/IT/Managers in recent months. Another major theme is tax-related subjects. These attacks are effective because they could potentially affect users' daily work, and cause a person to react before thinking logically about the legitimacy of the email.

## RECENT "IN THE WILD" ATTACKS

- ✓ Please review updated financial policies
- ✓ Zoom: The meeting has started! Where are you?
- ✓ IT: Laptop Refresh
- ✓ Meta: Suspicious Activity
- ✓ Sharepoint: [[manager\_name]] shared "Test\_Data" with you
- ✓ Microsoft: Microsoft's new password requirements
- ✓ HR: Please verify your banking information
- ✓ DocuSign: DocuSign Account Suspension Notice
- ✓ Webmail: Security alert for [[email]]
- ✓ Refund has been processed to 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.

## TOP 5 ATTACK VECTOR TYPES



### Link

Phishing Hyperlink in the Email



### Spoofs Domain

Appears to Come From the User's Domain



### PDF Attachment

Email Contains a PDF Attachment



### Branded

Phishing Test Link Has User's Organizational Logo and Name



### HTML Attachment

Email Contains an HTML Attachment



### Key Takeaway

This is a ranking of top attack vector types used in KnowBe4 Phishing Security Tests. The #1 vector for the past quarter from our phishing tests and those seen in the wild are phishing links in the email body. When these links are clicked they often lead to disastrous cyberattacks such as ransomware and business email compromise.

## TOP HOLIDAY PHISHING EMAIL SUBJECTS

- ✓ HR: Change in Holiday Schedule
- ✓ New Year Gift Card
- ✓ Happy St. Patrick's Day
- ✓ Happy New Year!
- ✓ Massage Green SPA: Win Free Massage for Valentine's Day!



### 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. Messages about freebies, missed deliveries and holiday parties also get users to click.