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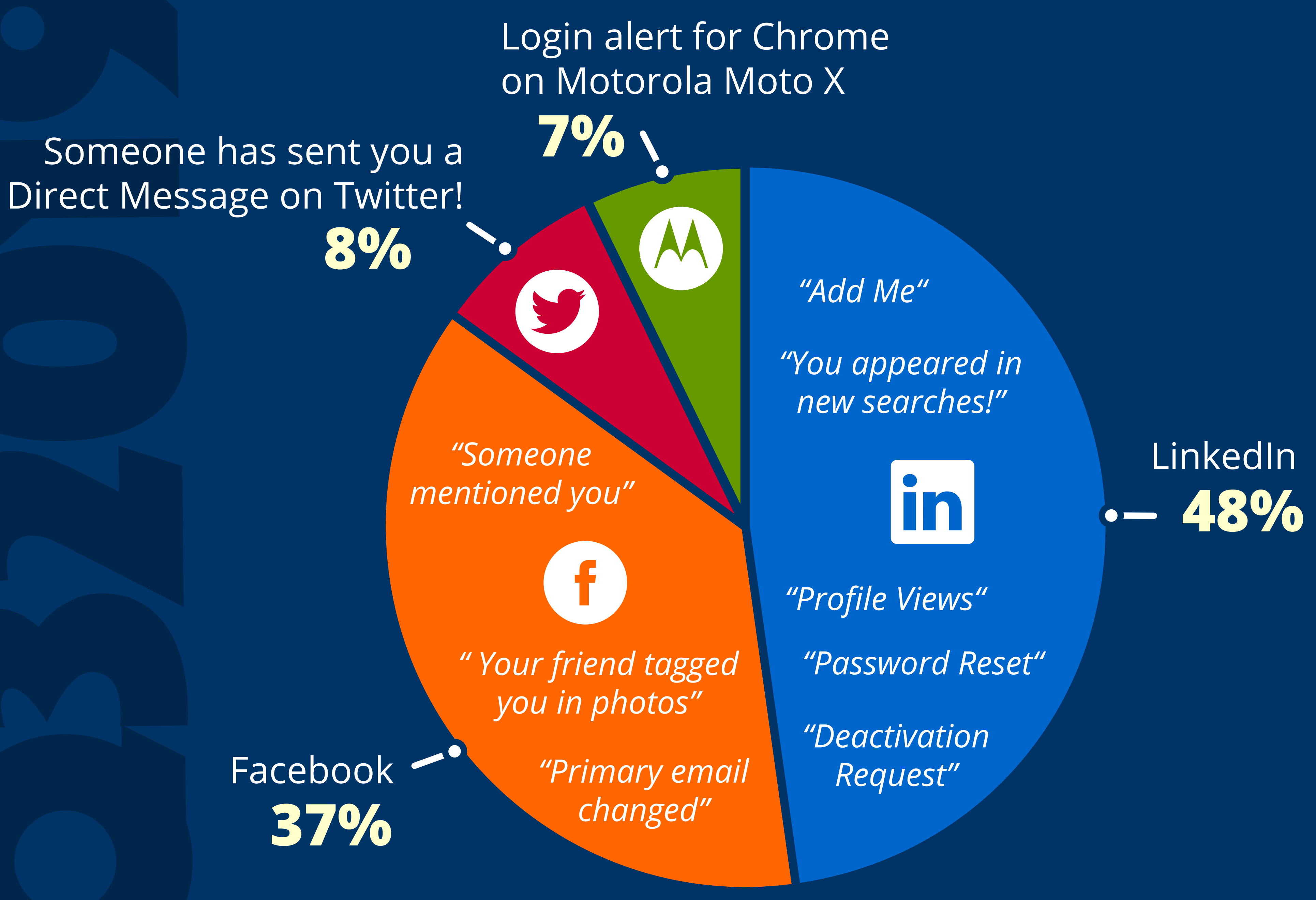
TOP-CLICKED PHISHING TESTS

TOP SOCIAL MEDIA EMAIL SUBJECTS

Q3 2019



KEY TAKEAWAY

LinkedIn messages continue to dominate the top social media email subjects, with several variations of messages such as "you appeared in new searches" or "add me." Other alerts containing security-related warnings come unexpectedly and can cause feelings of alarm. Messages such as a friend tagged you in a photo or mentioned you can make someone feel special and entice them to click.

TOP 10 GENERAL EMAIL SUBJECTS

Password Check Required Immediately	43%
A Delivery Attempt was made	9%
De-activation of [[email]] in Process	9%
New food trucks coming to [[company_name]]	8%
Updated Employee Benefits	7%
Revised Vacation & Sick Time Policy	6%
You Have A New Voicemail	6%
New Organizational Changes	4%
Change of Password Required Immediately	4%
Staff Review 2018	4%

KEY TAKEAWAY

Hackers are playing into employees' desires to remain security minded. Their curiosity is piqued with delivery attempt messages and HR-related messages that could potentially affect their daily work. And everyone loves a good food truck!

COMMON "IN THE WILD" ATTACKS

- Skype: New Unread Voicemail Message
- Transaction Refund
- [[NAME]] shared a document with you
- Microsoft Teams: Please authenticate your account
- Bonus payments for selected employees
- Cisco Webex: Your account is blocked
- Amazon: Billing Address Mismatch
- USPS: High Priority Package: Track it now!
- Verizon: Security Update
- Adobe Cloud: Shared a file with you on Adobe Cloud

KEY TAKEAWAY

The potential for gaining something of value is a common reason for clicks; here there are two messages with "refund" and "bonus" in the subject. Another common theme is a push for action required. These types of attacks are effective because they cause a person to react before thinking logically about the legitimacy of the email.

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