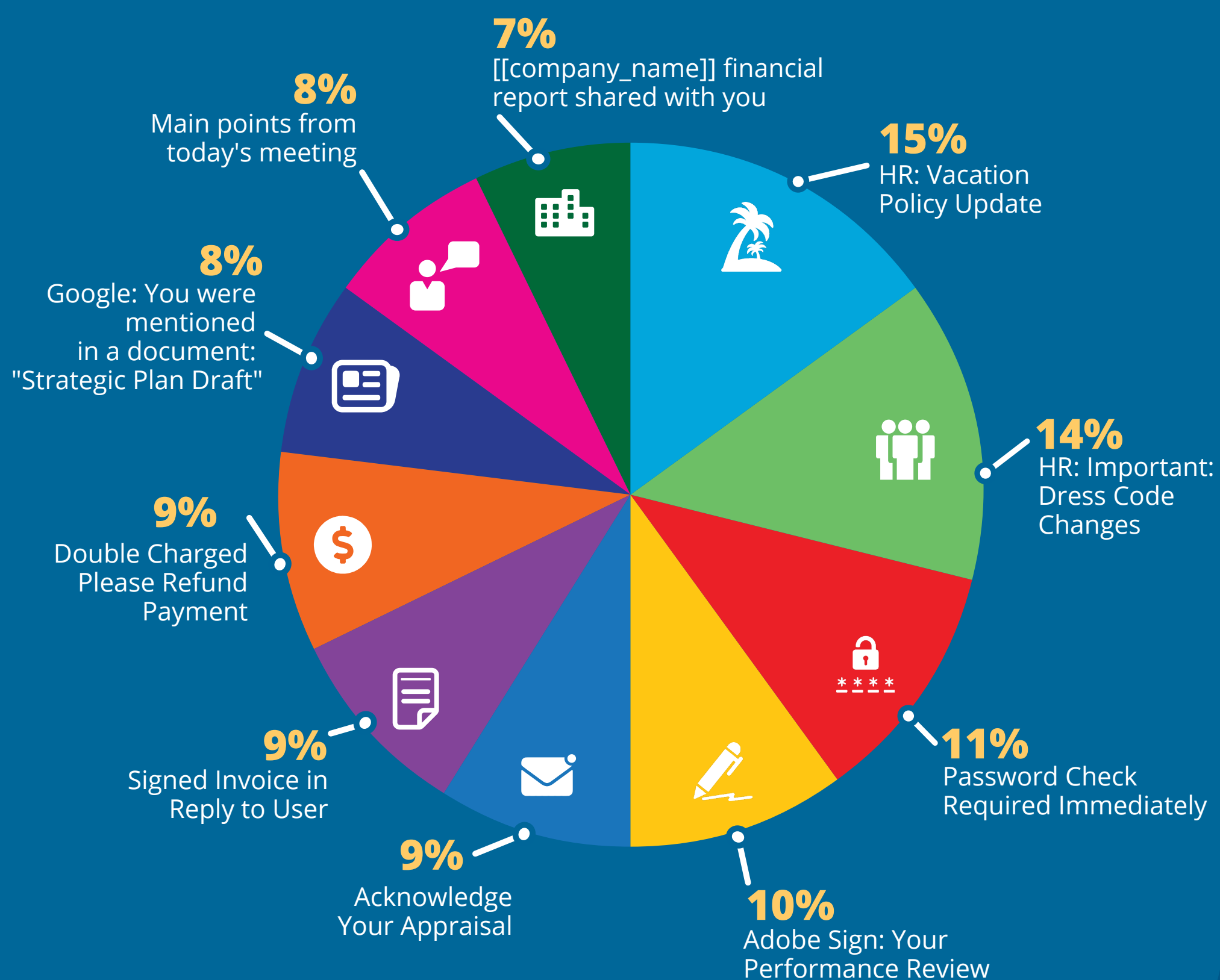


TOP-CLICKED

PHISHING TESTS

Q42022 | TOP EMAIL SUBJECTS GLOBALLY



Key Takeaway

We have seen a lot more business related subjects coming from HR/IT/Managers in recent months. Others involve logins on new devices and password resets. 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.

Q42022 | COMMON "IN THE WILD" ATTACKS

- ✓ IT: Zoom Client Update
- ✓ LinkedIn: LinkedIn Customer Service Survey
- ✓ Microsoft: Update your security settings
- ✓ Trust Wallet: Verify your Wallet
- ✓ Amazon: Suspicious charges
- ✓ Your fax is pending for preview
- ✓ Banking Information does not match Company Information
- ✓ HR: Complete Employee ID Badge Questionnaire
- ✓ DocuSign: Eligible for New Laptop
- ✓ Webmail: Security alert for [[email]]

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.

Q42022 | 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 10 HOLIDAY PHISHING EMAIL SUBJECTS

- ✓ HR: Change in Holiday Schedule
- ✓ HR: Holiday Party Rule Changes
- ✓ IT: Holiday travel with your work device
- ✓ Happy New Year!
- ✓ Thanksgiving: Free Turkey or Ham for Holidays
- ✓ HR: Holiday Party Survey
- ✓ Please review: Appropriate Halloween costumes
- ✓ USPS: You missed your Christmas delivery!
- ✓ Amazon: You have cash remaining on your Amazon Christmas Card
- ✓ DrawNames: [[first_name]], you have been drawn a name for [[company_name]] Holiday Gift Exchange

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.