

Understanding Benchmark Campaigns

<https://campus.barracuda.com/doc/84967786/>

Benchmarking is the only true way to see how your company stacks up when it comes to security awareness. To help you in this effort, Security Awareness Training includes a growing catalog of pre-packaged benchmarking campaigns.

All benchmarking campaigns consist of a simulated phishing email and landing page that targets employees in your address book. Benchmarking campaigns are categorized under the Benchmark Content Group Category. Once the campaign concludes, reporting allows you to see how many of your users engaged with the email and to what extent. You also receive insights into how your employees compare with others within and outside of your industry.

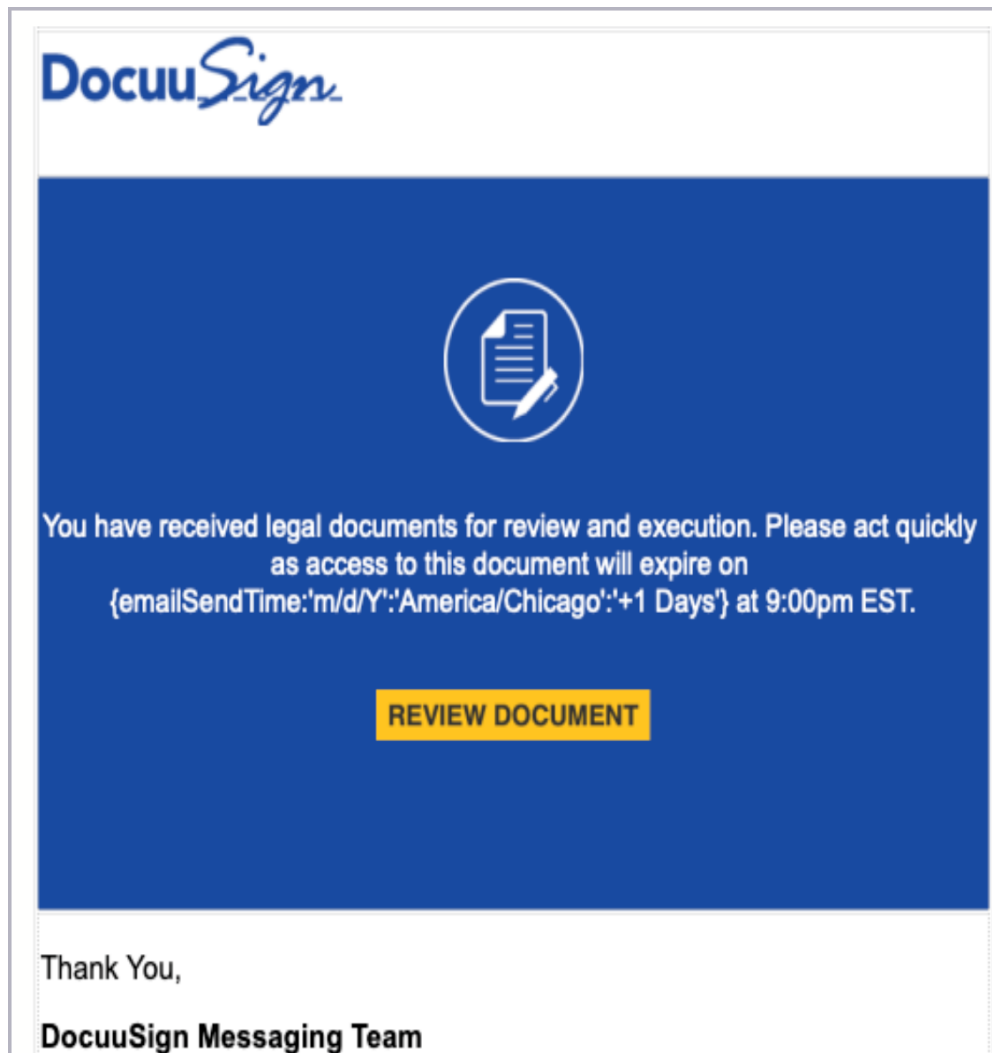
This article describes the available benchmark campaigns.

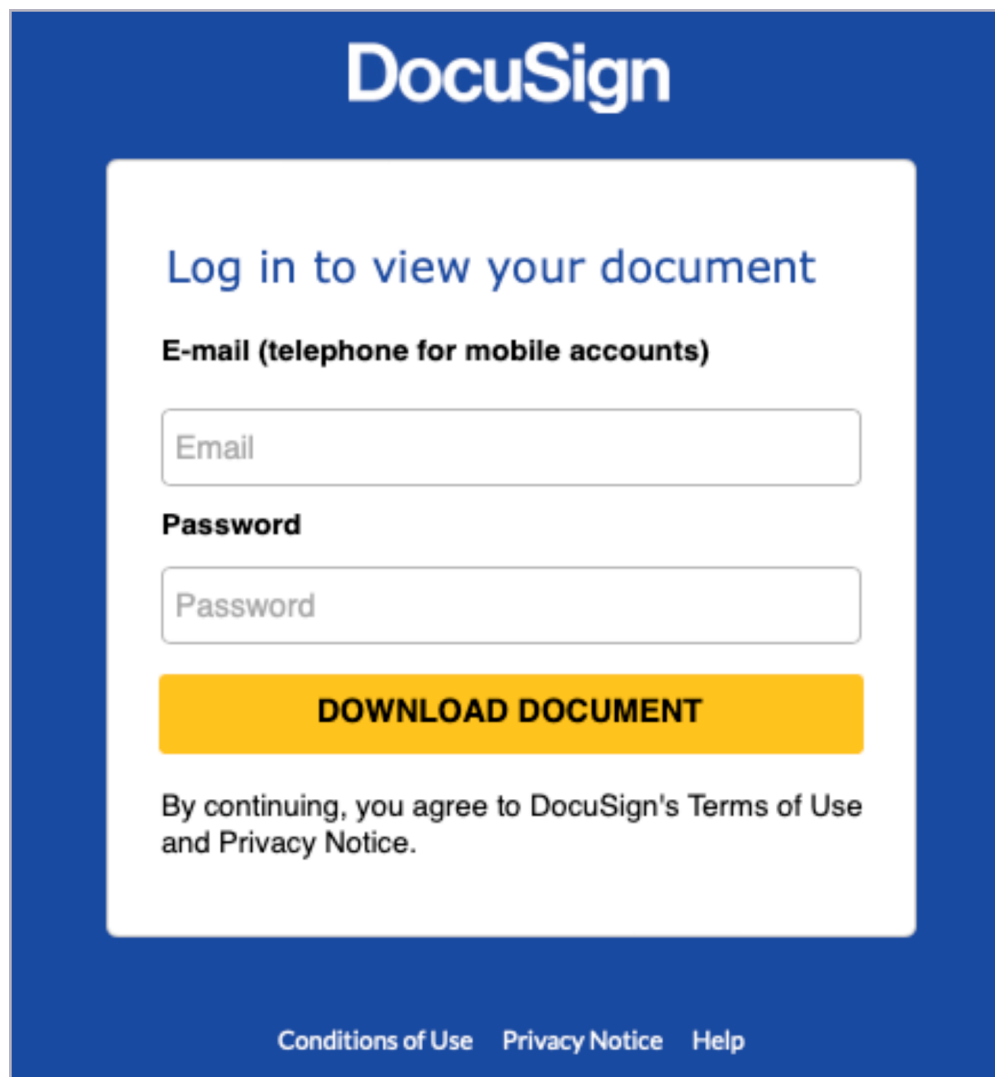
- For instructions on setting up and running a benchmark campaign, refer to [Creating and Running a Benchmark Campaign](#).
- To view the results of a benchmark campaign, refer to [Benchmark Results](#). You can also see a PDF summarizing the results following each campaign description below (starting in 2023).

Available Benchmark Campaigns

202310 - EvilProxy Phishing Email

Use this campaign to send your users email that closely mimics a real-world threat currently targeting Microsoft 365 users - the [EvilProxy phishing framework](#). This campaign tests against lookalike emails intending to harvest login credentials. Then you can see how your users compared with those in other industries or within your own vertical.





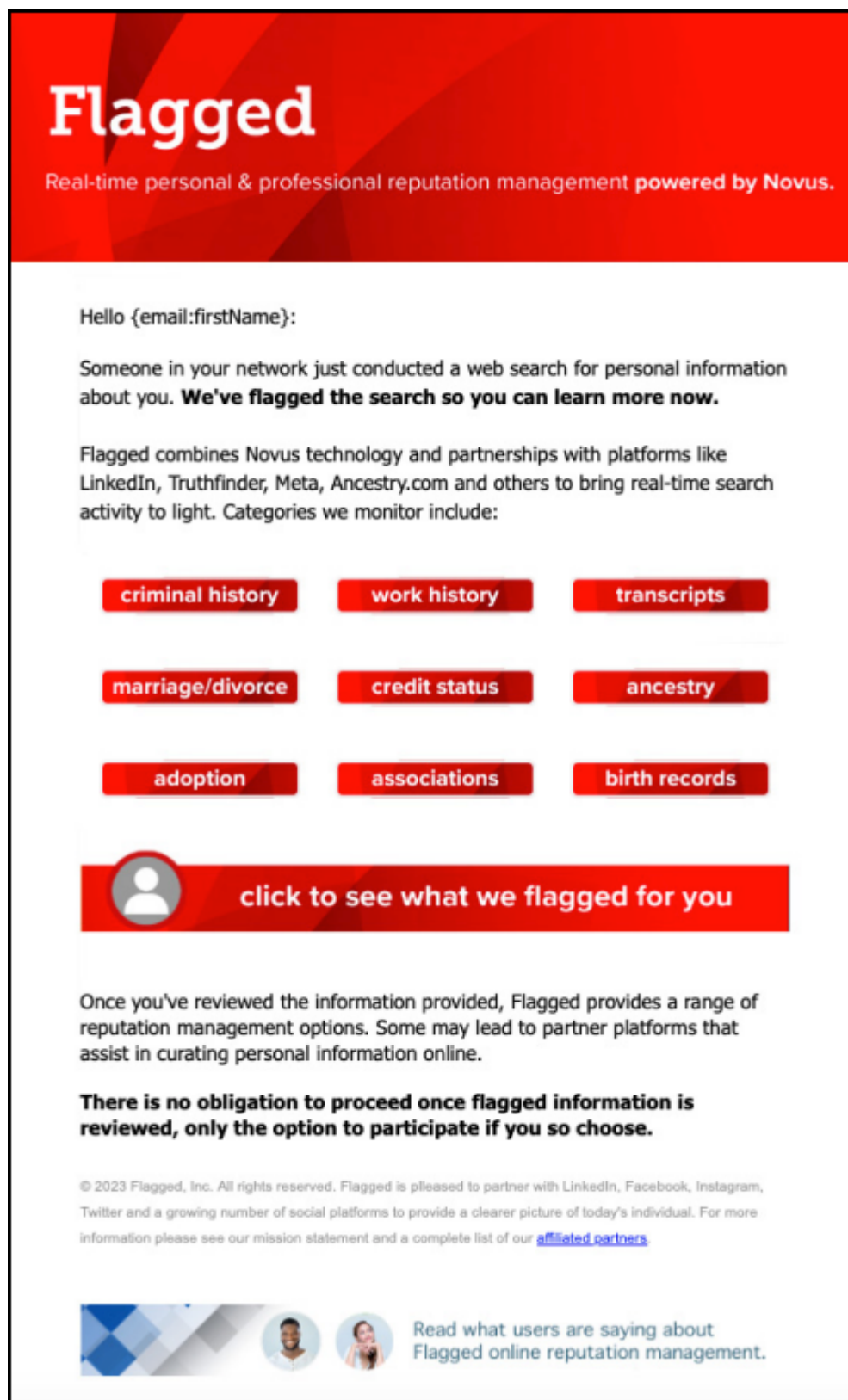
The image shows a DocuSign login interface. It has a blue header with the DocuSign logo. Below the logo, the text 'Log in to view your document' is displayed. Underneath, there is a label 'E-mail (telephone for mobile accounts)' followed by an input field labeled 'Email'. Below that is a label 'Password' followed by an input field labeled 'Password'. A yellow button with the text 'DOWNLOAD DOCUMENT' is positioned below the password field. At the bottom of the form, there is a line of text: 'By continuing, you agree to DocuSign's Terms of Use and Privacy Notice.' At the very bottom of the blue header, there are three links: 'Conditions of Use', 'Privacy Notice', and 'Help'.

Campaign Summary Results

[October 2023 Benchmarking Campaign Wrap Up](#) - See the results in total and broken down by industry. There are also instructions to send follow up campaigns reinforcing both positive and negative actions taken by your employees.

202304 - Someone Searched Your Phishing Email

Send your users a false warning that their personal information has been searched online. This campaign will help you determine who in your organization would click on an authentic looking phishing email. Then you can see how your users compare with users in other industries or within your own vertical.



Flagged


Real-time personal & professional reputation management powered by Novus.

Hello {email:firstName}:

Someone in your network just conducted a web search for personal information about you. **We've flagged the search so you can learn more now.**

Flagged combines Novus technology and partnerships with platforms like LinkedIn, Truthfinder, Meta, Ancestry.com and others to bring real-time search activity to light. Categories we monitor include:




criminal history	work history	transcripts
marriage/divorce	credit status	ancestry
adoption	associations	birth records

 **click to see what we flagged for you**

Once you've reviewed the information provided, Flagged provides a range of reputation management options. Some may lead to partner platforms that assist in curating personal information online.

There is no obligation to proceed once flagged information is reviewed, only the option to participate if you so choose.

© 2023 Flagged, Inc. All rights reserved. Flagged is pleased to partner with LinkedIn, Facebook, Instagram, Twitter and a growing number of social platforms to provide a clearer picture of today's individual. For more information please see our mission statement and a complete list of our [affiliated partners](#).

   Read what users are saying about Flagged online reputation management.

Campaign Summary Results

[April 2023 Benchmarking Campaign Wrap Up](#) – See the results in total and broken down by industry.

There are also instructions to send follow up campaigns reinforcing both positive and negative actions taken by your employees.

202210 - Profit Sharing Email with Login Page

Use this campaign to send your users a false company profit sharing email linking to a fake login page. This campaign tests your users against lookalike emails that intend to harvest login credentials. Then you can see how your users compared with users in other industries or within your own vertical.

To: {email:firstName} {email:lastName}
From: Benefits
{emailSendTime:'1, F j':'America/Chicago'}

We are pleased to introduce a new profit sharing benefit currently rolling out that's designed to help you save for the future in times of uncertainty.

Through a partnership with Keysaver, a digital financial innovation firm that's helped millions build wealth through profit sharing programs, we now offer app access to an expanded number of investment funds with proven track records of positive performance.

As an incentive to participate, we're also offering up to a 35% additional match for employees who sign up during the enrollment period that runs through {emailSendTime:'1, F j':'America/New_York':'+10 days'}.

We understand you may have questions about the program, which we've anticipated. The Keysaver link below will take you to a portal that includes a customized Q&A prepared exclusively for our organization.



[click here if Keysaver app icon does not appear](#)

Use your company user ID and password to log in for answers to frequently asked questions and an opportunity to sign up before the deadline to participate passes.

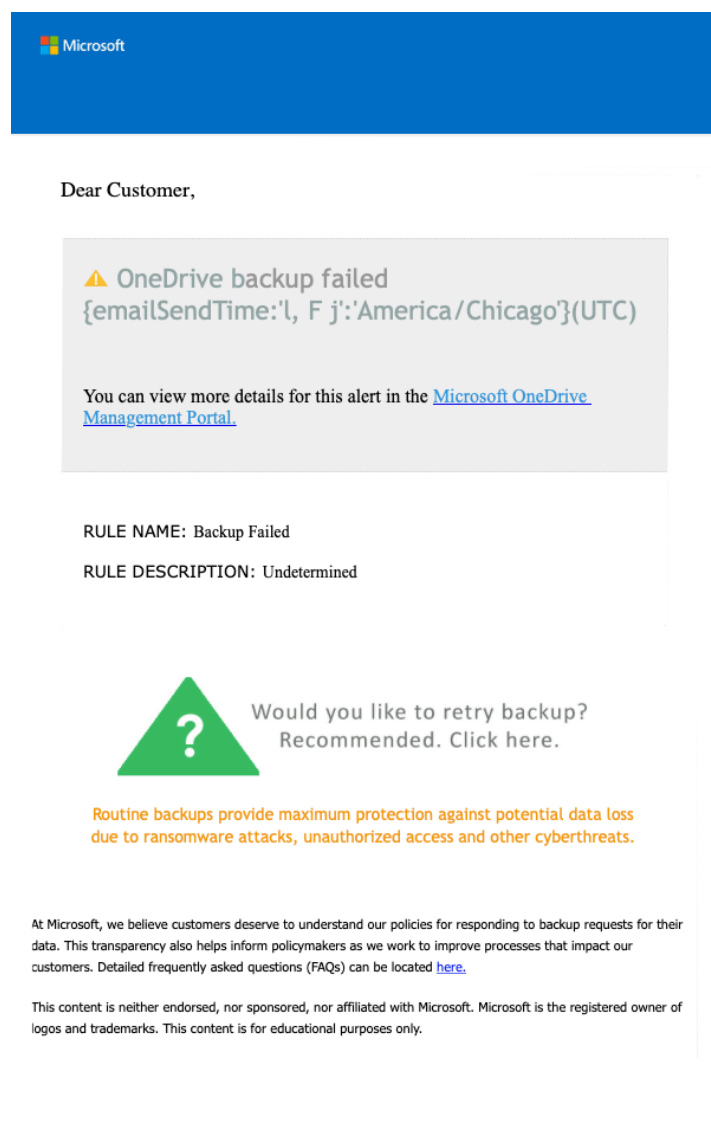
We hope you make the most of this new employee benefit.

Sincerely,

Your Benefits Team

202204 - OneDrive Backup Failure with Login Page

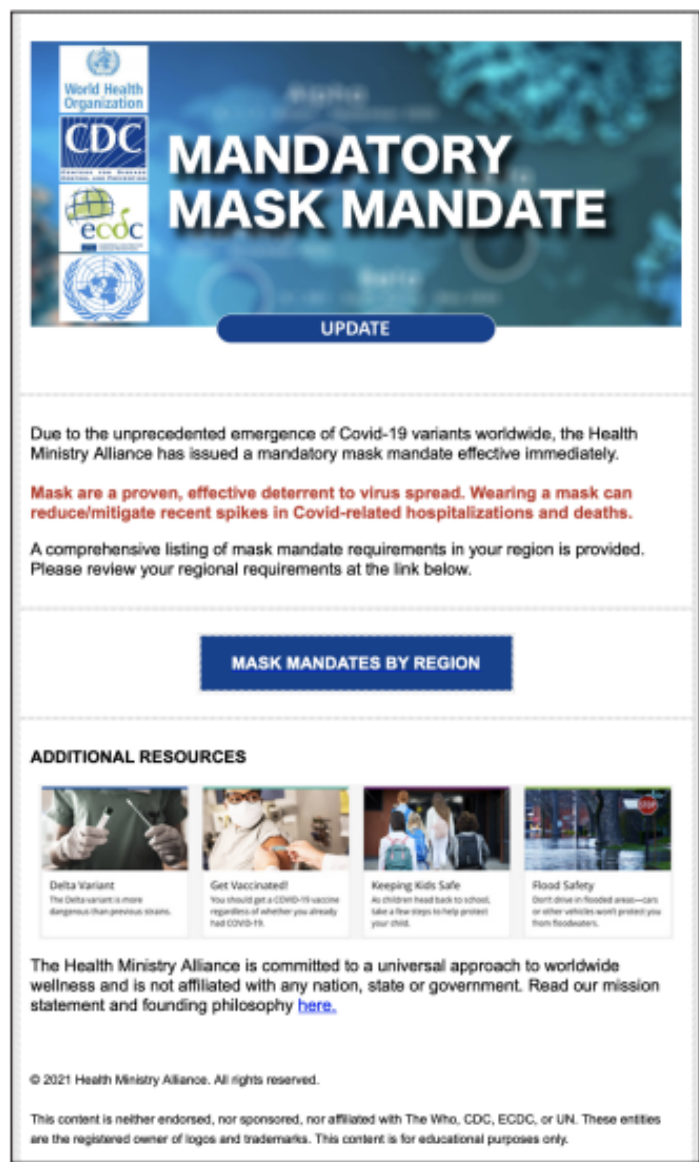
Use this campaign to send your users a false Microsoft OneDrive backup failure notice linking to a fake login page. This campaign tests your users against lookalike emails that intend to harvest login credentials. Then you can see how your users compared with users in other industries or within your own vertical.



202110 - Mask Mandate with Information Links

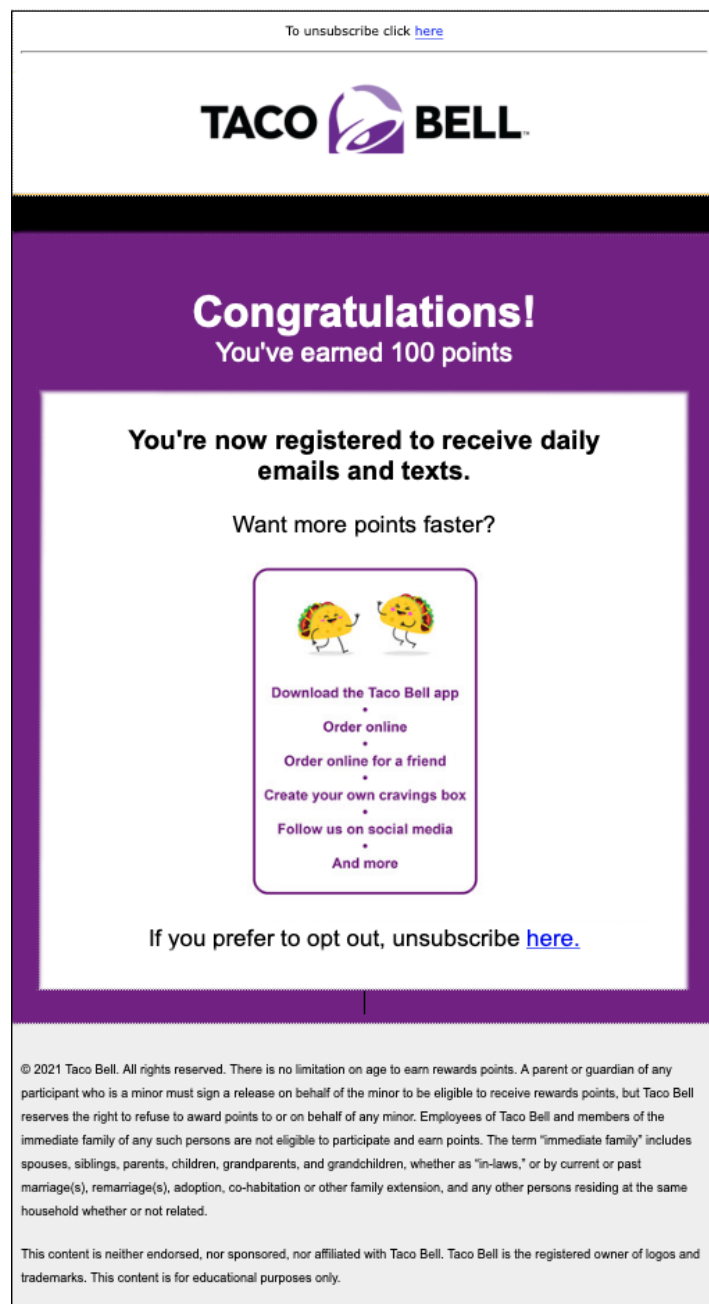
Use this campaign to send your users a fake Mandatory Mask Mandate email, informing them about new mask updates, and providing them with an opportunity to learn more about mask mandates by region and about the mission statement of the email sender. This campaign tests whether users will click links sent by unknown, but seemingly official senders. Then you can see how your users

compared with users in other industries or within your own vertical.



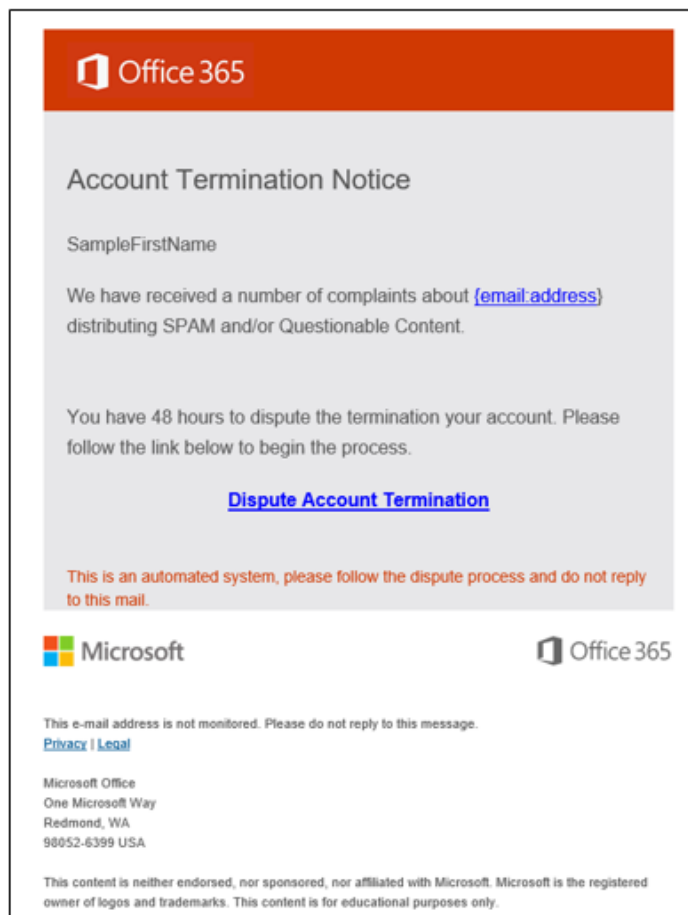
202104 - Taco Bell Rewards with Unsubscribe Link

Use this campaign to send your users a fake Taco Bell Rewards email informing them they have been automatically enrolled for daily emails and texts, providing them with an opportunity to unsubscribe. This campaign tests the theory that users are more likely to click unsubscribe links because they consider them safe. Then you can see how your users compared with users in other industries or within your own vertical.



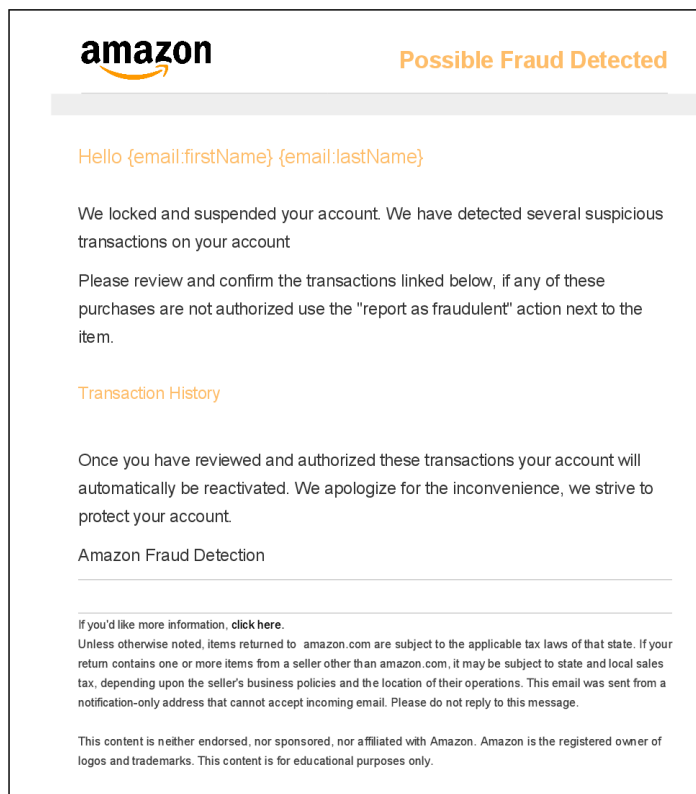
202010 - Microsoft 365 Account Termination Notice with Login Page

Use this campaign to send your users a false Microsoft 365 account termination notice that leads to a false login page. This campaign tests your users against lookalike emails with credential harvesting. Then you can see how your users compared with users in other industries or within your own vertical.



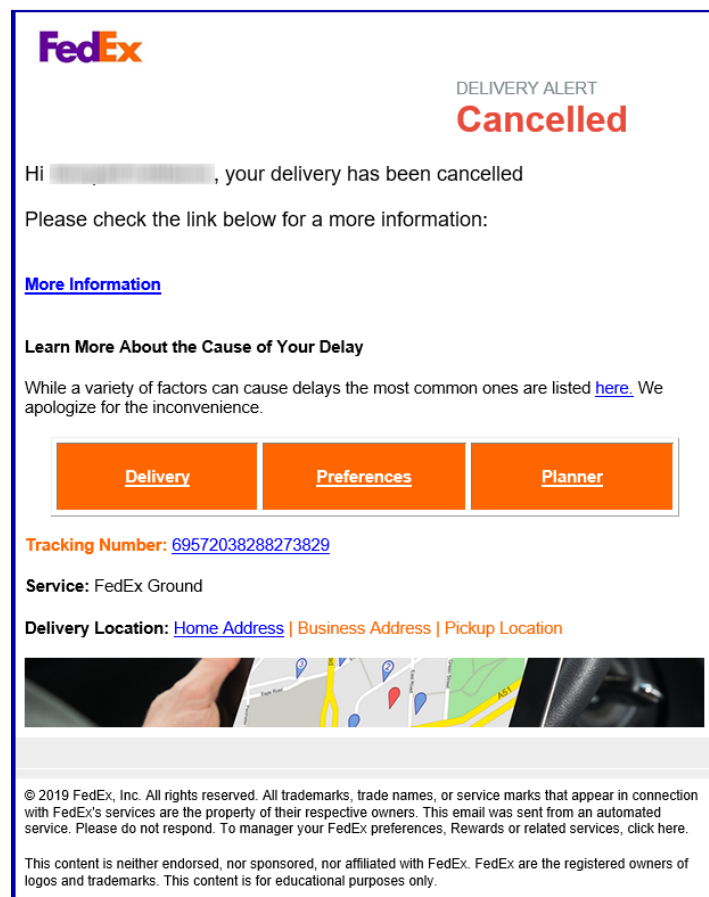
202005 - Amazon Fraud Notice with Login Page

Use this campaign to send your users a false notice from Amazon that leads to a false login page. This campaign tests your users against lookalike emails with credential harvesting. Then you can see how your users compared with users in other industries or within your own vertical.



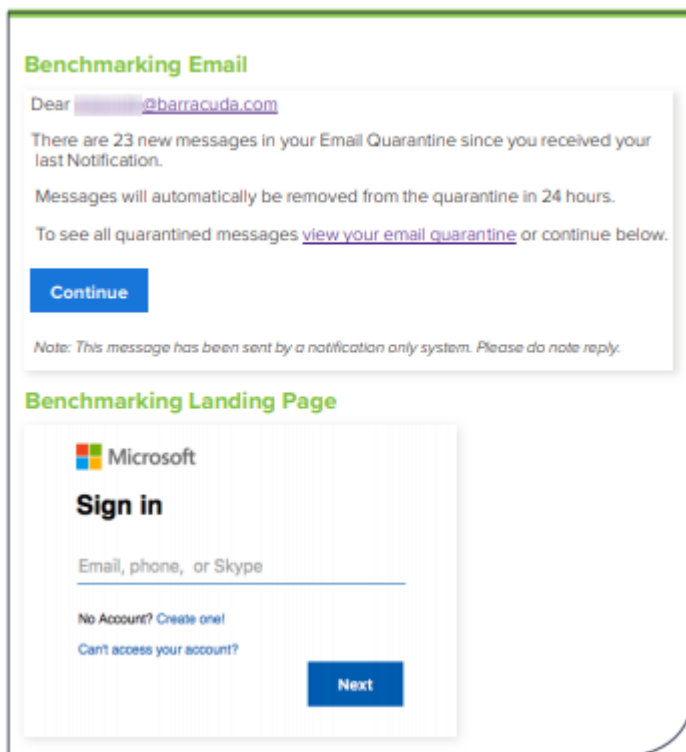
201910 - FedEx Cancelled Delivery with Login Page

Use this campaign to send your users a false FedEx delivery message that leads to a false login page. This campaign tests your users against lookalike emails with credential harvesting. Then you can see how your users compared with users in other industries or within your own vertical.



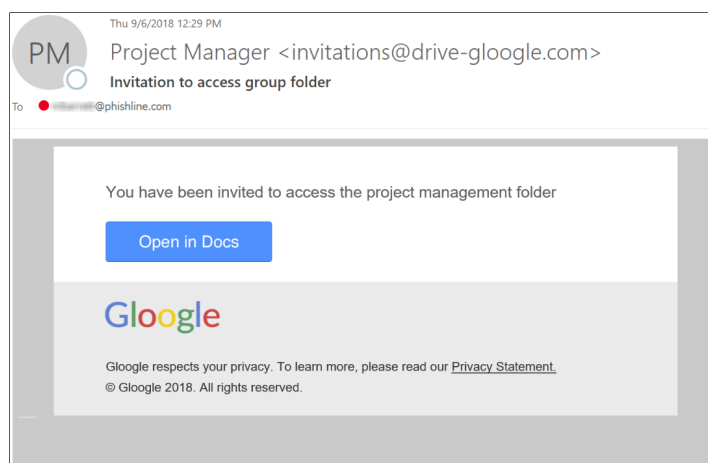
201904 - Quarantine Message with Login Page

Use this campaign to send your users a false Microsoft quarantine message that leads to a false login page. This campaign tests your users against lookalike emails with credential harvesting. Then you can see how your users compared with users in other industries or within your own vertical.



201810 - Google Docs with Login Page

Use this campaign to send your users an email from Gloogle, a lookalike company, inviting them to access a shared document management folder. This leads to a false login page. This campaign tests your users against lookalike emails with credential harvesting. Then you can see how your users compared with users in other industries or within your own vertical.



201804 - Delivery - Blind Test

Use this campaign to send your users a false email about a delayed shipment. In a blind test, the user is not told that they just clicked on a bad link. Then you can see how your users compared with users in other industries or within your own vertical.

Delivery Waiting

Dear client,

We attempted to deliver your item at 8:00 am on {emailSendTime:'1, F j':'America/Chicago':'-1 Days'}.

The delivery attempt failed because nobody was present at the delivery location. This is an automated notification.

You may arrange redelivery using the link below, or pickup the package from the office at the adress listed on the delivery receipt.

Label/Receipt Number: D2819374F293847
Expected Delivery Date: {emailSendTime:'1, F j':'America/Chicago':'+1 Days'}
Class: Package/Parcel
Services(s): Delivery Confirmation/Notification
Status: Email Notification Generated

To download the delivery receipt in PDF format, click below:
[Click here to download delivery receipt](#)

To check on the delivery status of your package, or arrange redelivery, click below:[Click here for status and redelivery request](#)

Thank you.

****This is an automatically generated message. Please do not reply.****

Figures

1. docusign-phish.png
2. docusign.png
3. flagged-phishing.png
4. keysaver.png
5. Benchmarking Email 042022.png
6. benchmarkMaskMandate.png
7. email sample.png
8. O365..png
9. Benchmark_2020_04_Amazon.png
10. FedEx.png
11. benchmarkExample.png
12. gloogle.png
13. deliveryWaiting.png

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