
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, Barracuda PhishLine offers 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.

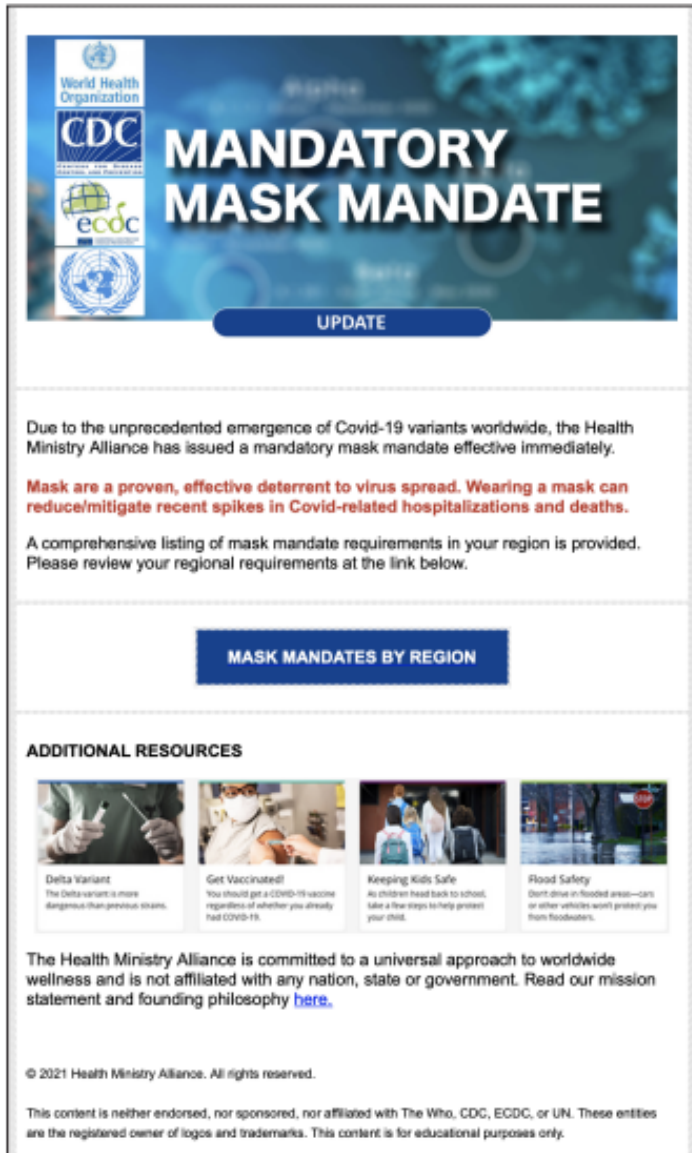
This article describes the available benchmark campaigns.

- 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](#).

Available Benchmark Campaigns

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.



The screenshot shows a phishing email with a blue and white color scheme. At the top left, there are logos for the World Health Organization, CDC, ECDC, and UN. The main heading is "MANDATORY MASK MANDATE" in large, bold, white letters. Below this is a blue button labeled "UPDATE".

Due to the unprecedented emergence of Covid-19 variants worldwide, the Health Ministry Alliance has issued a mandatory mask mandate effective immediately.

Mask are a proven, effective deterrent to virus spread. Wearing a mask can reduce/mitigate recent spikes in Covid-related hospitalizations and deaths.

A comprehensive listing of mask mandate requirements in your region is provided. Please review your regional requirements at the link below.

MASK MANDATES BY REGION

ADDITIONAL RESOURCES

- Delta Variant**
The Delta variant is more dangerous than previous strains.
- Get Vaccinated!**
You should get a COVID-19 vaccine regardless of whether you already had COVID-19.
- Keeping Kids Safe**
As children head back to school, take a few steps to help protect your child.
- Road Safety**
Don't drive in flooded areas—cars or other vehicles won't protect you from floodwaters.

The Health Ministry Alliance is committed to a universal approach to worldwide wellness and is not affiliated with any nation, state or government. Read our mission statement and founding philosophy [here](#).


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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.


To unsubscribe click [here](#)



Congratulations!
You've earned 100 points

You're now registered to receive daily emails and texts.

Want more points faster?



- Download the Taco Bell app
- Order online
- Order online for a friend
- Create your own cravings box
- Follow us on social media
- And more

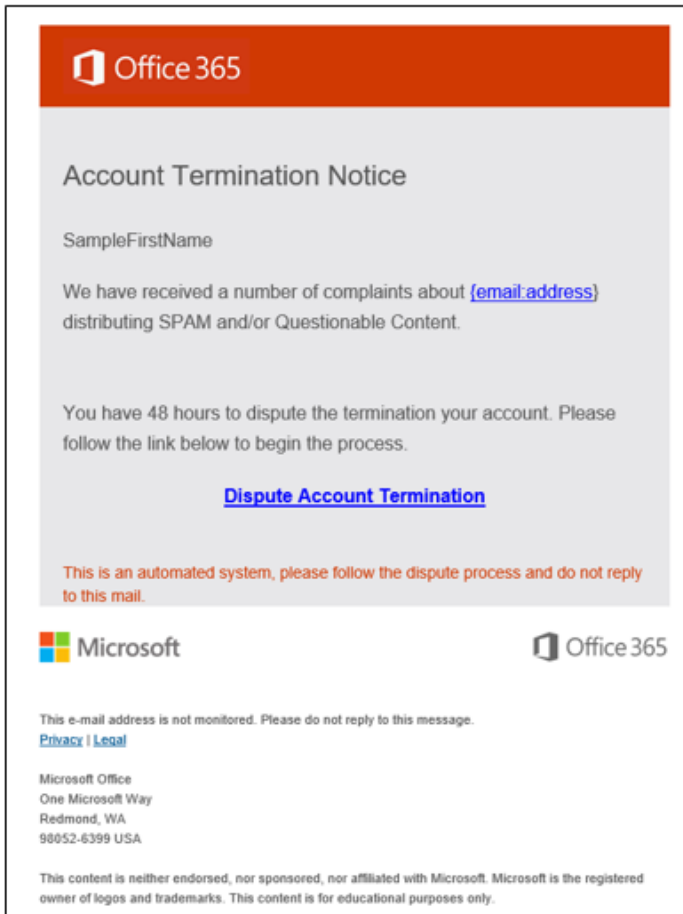
If you prefer to opt out, unsubscribe [here](#).

© 2021 Taco Bell. All rights reserved. There is no limitation on age to earn rewards points. A parent or guardian of any participant who is a minor must sign a release on behalf of the minor to be eligible to receive rewards points, but Taco Bell reserves the right to refuse to award points to or on behalf of any minor. Employees of Taco Bell and members of the immediate family of any such persons are not eligible to participate and earn points. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

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202010 - Office 365 Account Termination Notice with Login Page

Use this campaign to send your users a false Office 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.

Possible Fraud Detected

Hello {email:firstName} {email:lastName}

We locked and suspended your account. We have detected several suspicious transactions on your account

Please review and confirm the transactions linked below, if any of these purchases are not authorized use the "report as fraudulent" action next to the item.

Transaction History

Once you have reviewed and authorized these transactions your account will automatically be reactivated. We apologize for the inconvenience, we strive to protect your account

Amazon Fraud Detection

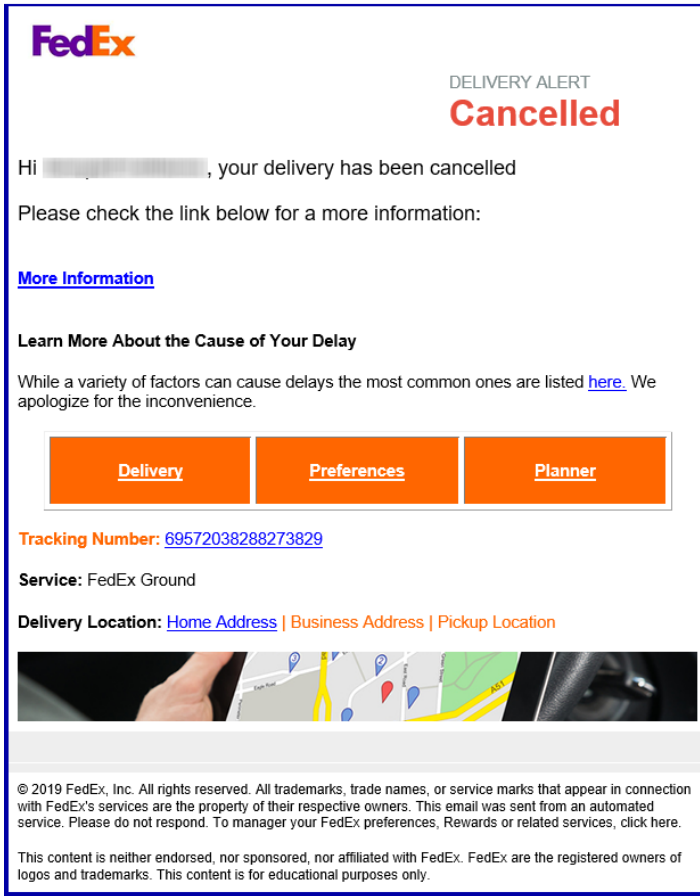
If you'd like more information, [click here](#).

Unless otherwise noted, items returned to amazon.com are subject to the applicable tax laws of that state. If your return contains one or more items from a seller other than amazon.com, it may be subject to state and local sales tax, depending upon the seller's business policies and the location of their operations. This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message.

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201910 - FedEx Cancelled Delivery with Login Page

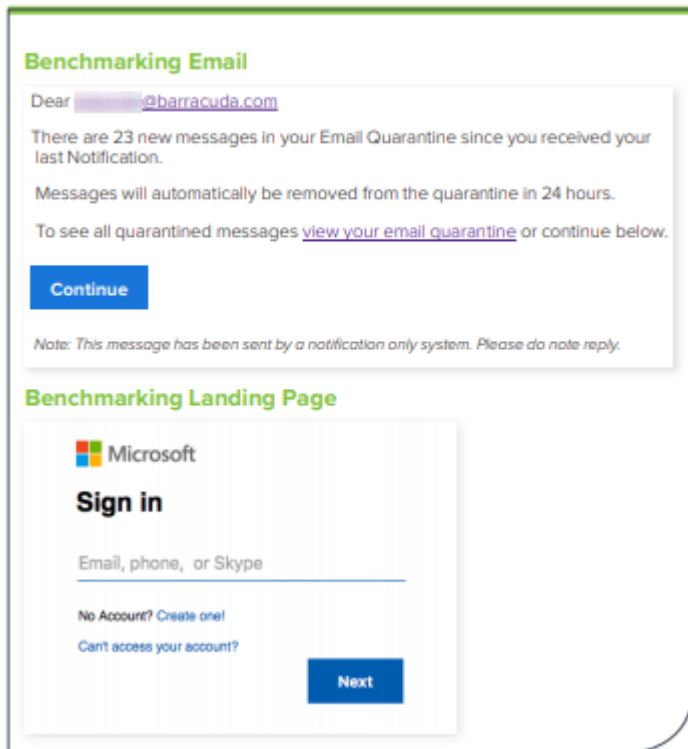
Use this campaign to send your users a false FedEx delivery message that leads to a false login page. This campaign tests your users against lookalike emails with credential harvesting. Then you can see how your users compared with users in other industries or within your own vertical.



The screenshot shows a phishing email designed to look like a FedEx delivery alert. It features the FedEx logo in the top left. The main heading is "DELIVERY ALERT" in grey, followed by "Cancelled" in large red font. The body text says "Hi [redacted], your delivery has been cancelled" and "Please check the link below for a more information:". Below this is a blue underlined link "More Information". A section titled "Learn More About the Cause of Your Delay" follows, with text explaining that various factors can cause delays and listing a link "here". Below the text are three orange buttons labeled "Delivery", "Preferences", and "Planner". The email also includes a "Tracking Number: 69572038288273829", "Service: FedEx Ground", and "Delivery Location: Home Address | Business Address | Pickup Location". At the bottom, there is a small image of a hand pointing at a map and a disclaimer: "© 2019 FedEx, Inc. All rights reserved. All trademarks, trade names, or service marks that appear in connection with FedEx's services are the property of their respective owners. This email was sent from an automated service. Please do not respond. To manager your FedEx preferences, Rewards or related services, click here. This content is neither endorsed, nor sponsored, nor affiliated with FedEx. FedEx are the registered owners of logos and trademarks. This content is for educational purposes only."

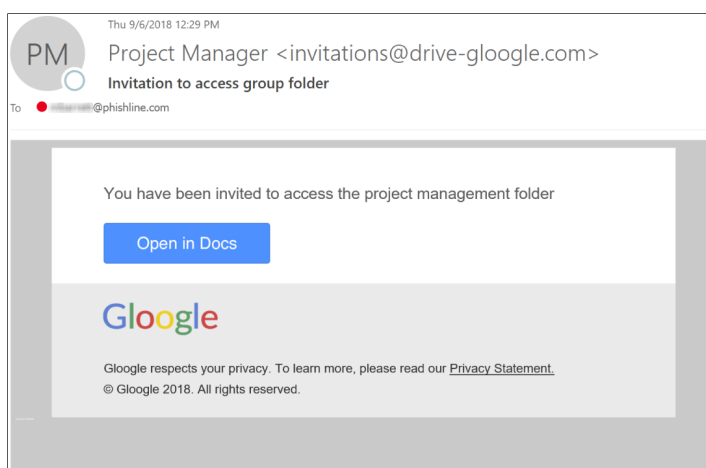
201904 - Quarantine Message with Login Page

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 Google, 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 address 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.

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