
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

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

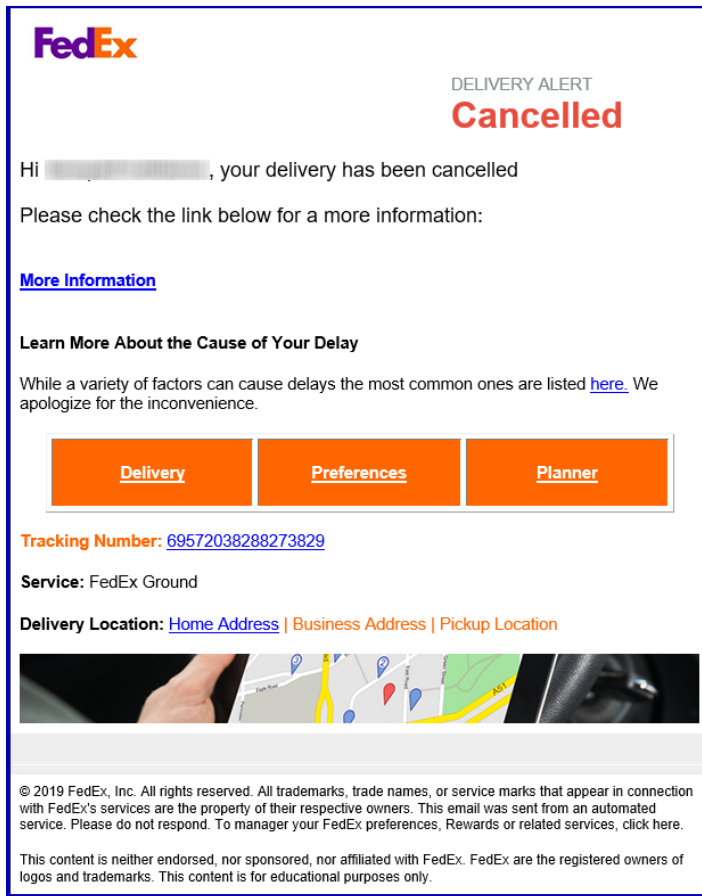
If you'd like more information, [click here](#).

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

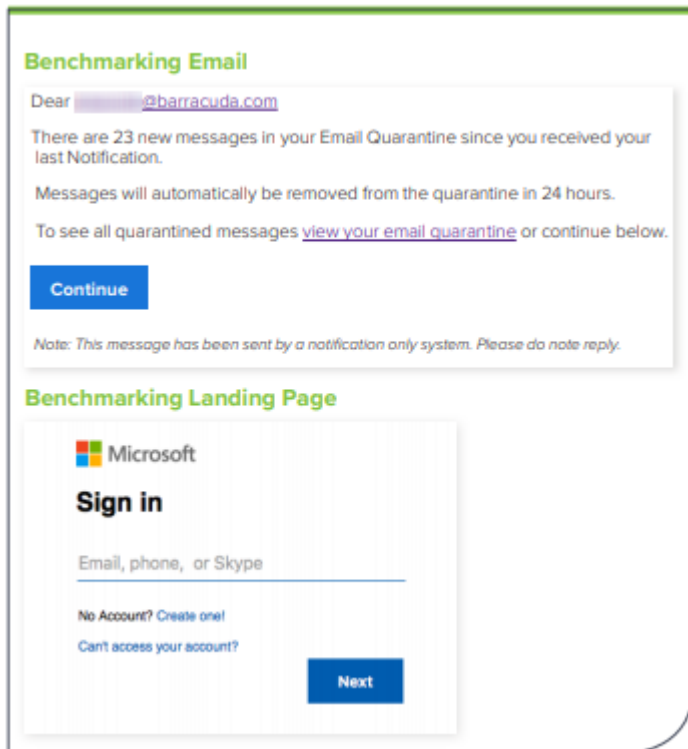
Use this campaign to send your users a false FedEx delivery message that leads to a false login page. This campaign tests your users against lookalike emails with credential harvesting. Then you can see how your users compared with users in other industries or within your own vertical.



The screenshot shows a phishing email designed to look like a FedEx delivery alert. It features the FedEx logo in the top left corner. The main heading reads "DELIVERY ALERT" in grey, followed by "Cancelled" in large, bold red text. The body of the email starts with "Hi [redacted], your delivery has been cancelled" and asks the recipient to check a link for more information. A blue underlined link labeled "More Information" is provided. Below this is a section titled "Learn More About the Cause of Your Delay" which explains that various factors can cause delays and lists a link "here" for more details. Three orange buttons labeled "Delivery", "Preferences", and "Planner" are arranged horizontally. The email also includes a "Tracking Number: 69572038288273829" and "Service: FedEx Ground". A "Delivery Location" section offers links for "Home Address", "Business Address", and "Pickup Location". A small image of a hand pointing at a map is shown below. At the bottom, there is a copyright notice for FedEx, Inc. (2019) and a disclaimer stating the content is for educational purposes only.

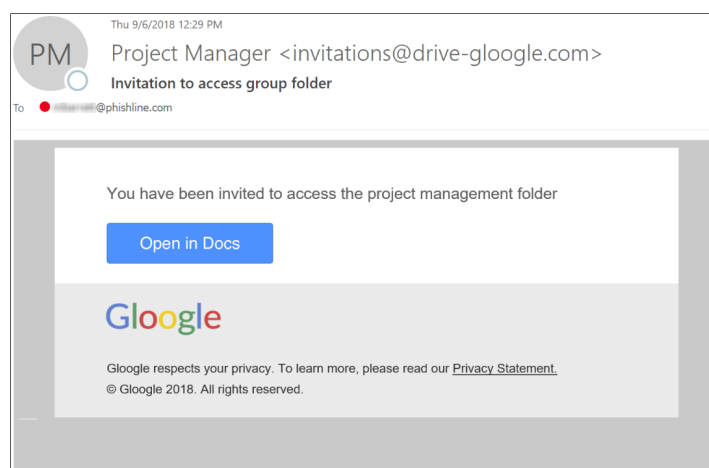
201904 - Quarantine Message with Login Page

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.

Figures

1. Benchmark_2020_04_Amazon.png
2. FedEx.png
3. benchmarkExample.png
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