

# CLICK THINKING™

Quick insights for protecting yourself and your company from online threats



A PHISHLINE DIGITAL NEWSLETTER PROVIDED BY PHISHLINE LLC © 2018 PHISHLINE, LLC. ALL RIGHTS RESERVED.

## The Case for Benchmarking

Benchmarking is the only true way to see how your company stacks up when it comes to security awareness.

Benchmarking helps companies evaluate and prioritize improvement opportunities. It:

- Fosters a spirit of enthusiasm to exceed the benchmark.
- Promotes discussion based on data rather than assumptions or emotions.
- Improves understanding of the real opportunities and their priority at all levels.
- Minimizes resistance to change and garners support for action.

Because benchmarking is so important, PhishLine is committed to making it available to all clients periodically throughout the year.

In April 2018, we helped more than 20 enterprise clients assess employee readiness in our first benchmarking campaign.

Because October is Cyber Security Awareness Month, we will be conducting our second campaign then, and we invite you to participate.

## BENCHMARKING IS COMING!

OUR NEXT CAMPAIGN WILL TAKE PLACE IN OCTOBER, CYBER SECURITY AWARENESS MONTH!

All PhishLine customers are invited to participate in the next PhishLine benchmarking campaign in October.

The campaign is free and offers the opportunity to assess

employee security awareness levels in key categories.

To find out more or sign up for this campaign, please talk to your consultant today. We look forward to signing you up!



Ask your consultant about PhishLine's free benchmarking campaign taking place in October.

## Bundled Click Thinking™ Campaigns Cover all the Bases

Creating an effective security awareness promotion takes more time than you think—but you know this already.

What you may not know is that PhishLine is making it easier by providing turnkey promotions you can access with just the click of a button.

Each integrated Click Thinking campaign includes the following campaign elements you can use

to launch a top-notch promotion!

If you haven't checked out our latest campaigns, simply log in to the PhishLine instance and click the icon in the upper left corner.

It's a quick way to a great promo. Check it out today!

