

CLICK THINKING™

Quick insights for protecting yourself and your company from online threats

• M A C R O - I N F O G R A P H I C •

SPEAR PHISHING—BY THE NUMBERS



THIS IS HOW WE DO IT!

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ATTACKER GATHERS INFO ON TARGET



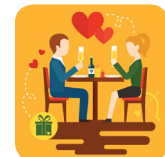
COLLEGE



COMPANY REPORTS



REVIEWS



SOCIAL POSTS



PROFESSIONAL NETWORKS

FACT

Most of this information can be found online in a matter of minutes

95%

OF ALL CYBERATTACKS BEGIN WITH A SPEAR PHISHING ATTEMPT

Attackers use
EMOTIONAL HOOKS
that get you to respond.

WHAT ARE YOURS?



fantasy football updates?

animal shelter appeals?



politics?



celebrity gossip?



ATTACKER FAKES VERY SPECIFIC EMAIL USING INFO GATHERED

JO

Jon@alumnirelations.com



Dear Andy,

Soon your son will be walking the same halls as you did when you were a student here just a short time ago. How proud you must be!

While things have changed since then, our commitment to excellence remains strong. By [clicking here](#), you'll find a list of activities the two

ALUMNI SPEAR PHISH

ATTACKER SENDS EMAIL TO TARGET

WOW!
My alma mater really cares!



stacey@chezvoulez.com

Hi Brianna,

First, I'd like to apologize on behalf of all of us at Chez Voulez for the experience that prompted you to write a bad review on Yelp!

We are truly sorry that your reservation was lost, and that your dinner party was seated inside the restaurant instead of on the patio as you requested. Please let us make it up to you.

The link below will take you to our gift card fulfillment center where

REVIEW SPEAR PHISH

Would you fall for one of these? You may not think so, but no one is immune.

There is digital evidence about everyone online that can provide the basis of a spear phishing.

Finally, some satisfaction.



CW

caseywright@accounting.com

Rick,

Need your help executing on the MatruX Materials contract. Please see notes:

- Black line review (I'll handle with Dillmann & Assoc.)
- Authorize 1st installment payment (YOU)

We have until 5 p.m. EST to finalize, so make this a priority. I'll circle

\$ WIRE SPEAR PHISH

Attackers do their homework to find an approach you'll respond to.

They use trivial information you post online to create spear phishing emails that appear very real.

Anything to help out Casey!



shana@customerprofile.com

Carey,

Just dropping you a quick note to let you know that we need your payment method preference before you can shop online with us.

Please [click here](#) to securely provide this information, or call (555) 555-5555 to share it securely with a profile specialist.

Thank you for your cooperation and swift attention to this matter. We look forward to completing your file and serving you as a valued

REQUEST SPEAR PHISH

Whether it's nostalgia, recognition, a desire to help or something else, they'll find it and use it against you.

Spear phishing emails are personal, targeted and often impersonate senders you know and trust.

How did I not do this? I'll do it now!

