

# Domain Impersonation

## Spotting the Threat

**Did you know** that according to the FTC, over 96% of today's companies suffer from domain spoofing attacks? Here we take a closer look so you can spot the threat before it harms you or your organization.

Attackers often impersonate domains to fool victims and carry out attacks like conversation hijacking.

They do so by using techniques such as typosquatting, replacing letters in a legitimate email domain with different ones or adding hard-to-notice characters to the legitimate email address.

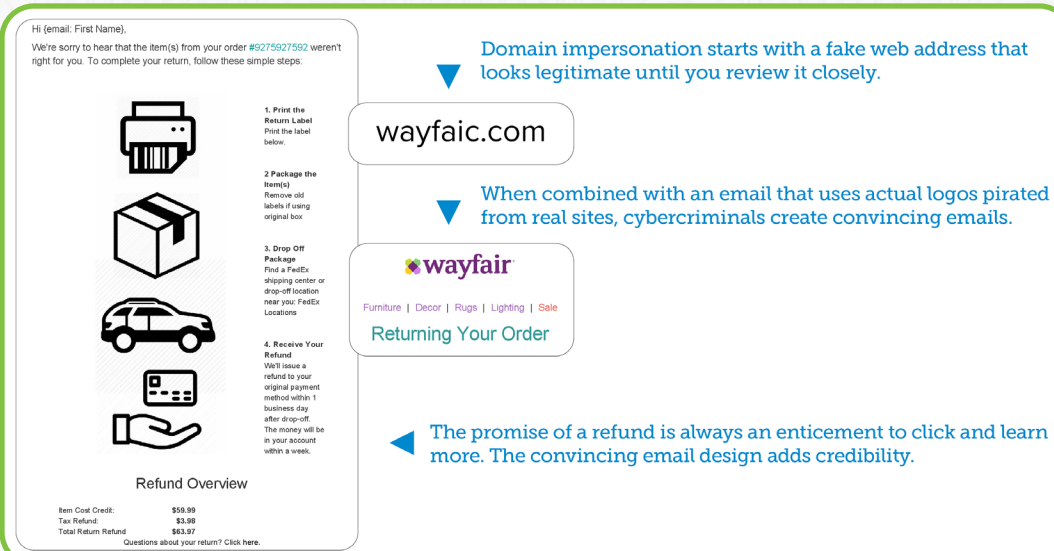
An attacker may even change the top-level domain (TLD) to .net or .co instead of .com, to fool unsuspecting victims.

In preparation for the attack, cybercriminals register the impersonating domain. It can be easy to miss the subtle differences between the legitimate email domain and the impersonator.

How to avoid becoming a victim of Domain Impersonation

- Pay close attention to domain names and web addresses.
- Be wary of hyperlinks and shortened urls, tools scammers often use to hide fake domains.

## Example



The screenshot shows a fake email from 'wayfaic.com' (a typo for wayfair.com) with the Wayfair logo. The email is titled 'Returning Your Order' and contains a 'Refund Overview' table. The table lists an item cost credit of \$59.99, a tax refund of \$3.99, and a total refund of \$63.97. The email also includes a list of steps for returning an item: 1. Print the Return Label, 2. Package the item(s), 3. Drop Off Package, and 4. Receive Your Refund. The email is designed to look legitimate and convincing.

Hi (email: First Name),

We're sorry to hear that the item(s) from your order #9275927592 weren't right for you. To complete your return, follow these simple steps:

1. Print the Return Label  
Print the label below.
2. Package the item(s)  
Remove old labels if using original box.
3. Drop Off Package  
Find a FedEx shipping center or drop-off location near your FedEx Location.
4. Receive Your Refund  
We'll issue a refund to your original payment method within 1 business day after drop-off. The money will be in your account within a week.

**Refund Overview**

Item Cost Credit:	\$59.99
Tax Refund:	\$3.99
<b>Total Return Refund</b>	<b>\$63.97</b>

Questions about your return? Click here.

**wayfaic.com**

**wayfair**  
Furniture | Decor | Rugs | Lighting | Sale

**Returning Your Order**

Domain impersonation starts with a fake web address that looks legitimate until you review it closely.

When combined with an email that uses actual logos pirated from real sites, cybercriminals create convincing emails.

The promise of a refund is always an enticement to click and learn more. The convincing email design adds credibility.