



# Benchmarking Wrap Up

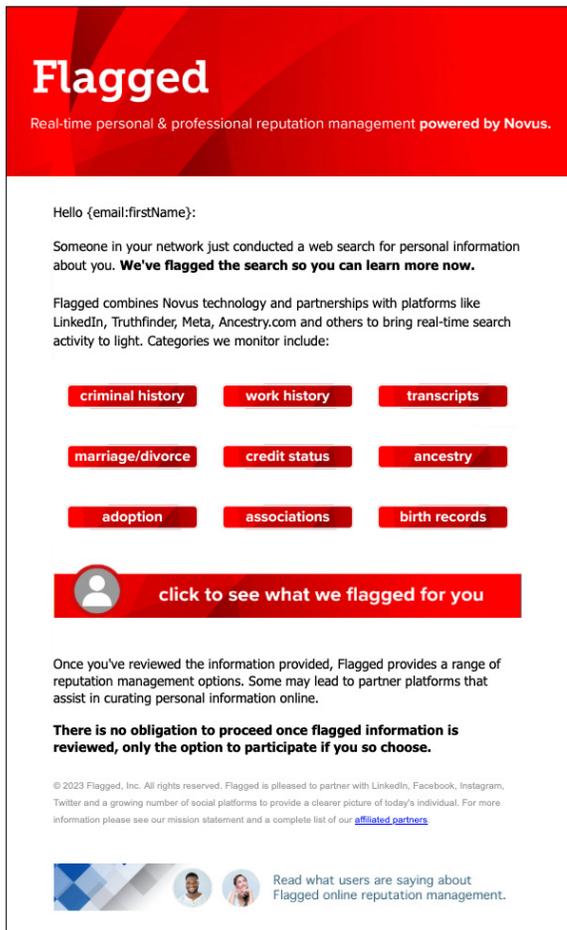
April 2023

## Campaign Elements

**Domain:** flaggedinc.com

**Sender:** Flagged

**Subject line:** Someone searched you



**Flagged**  
Real-time personal & professional reputation management powered by Novus.

Hello (email:firstName):

Someone in your network just conducted a web search for personal information about you. **We've flagged the search so you can learn more now.**

Flagged combines Novus technology and partnerships with platforms like LinkedIn, Truthfinder, Meta, Ancestry.com and others to bring real-time search activity to light. Categories we monitor include:

- criminal history
- work history
- transcripts
- marriage/divorce
- credit status
- ancestry
- adoption
- associations
- birth records

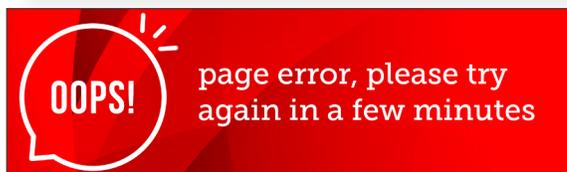
 [click to see what we flagged for you](#)

Once you've reviewed the information provided, Flagged provides a range of reputation management options. Some may lead to partner platforms that assist in curating personal information online.

**There is no obligation to proceed once flagged information is reviewed, only the option to participate if you so choose.**

© 2023 Flagged, Inc. All rights reserved. Flagged is pleased to partner with LinkedIn, Facebook, Instagram, Twitter and a growing number of social platforms to provide a clearer picture of today's individual. For more information please see our mission statement and a complete list of our [affiliated partners](#).

 Read what users are saying about Flagged online reputation management.



**OOPS!** page error, please try again in a few minutes

The Spring 2023 Benchmarking Campaign was designed to determine which individuals would click on an authentic looking phishing email.

The email, based on similar phishes identified by Barracuda security tools, mimics one of many effective phishing attacks that use personal profiling as a lure.

The data highlighted below reflects the combined results of the campaign.

- **40 organizations participated.**
- **Over 43,000 emails sent.**
- **Average click rate: 3.44%**

Like all benchmarking campaigns before it, this one yielded a variety of statistics providing insights into phishing vulnerabilities across a several business sectors.

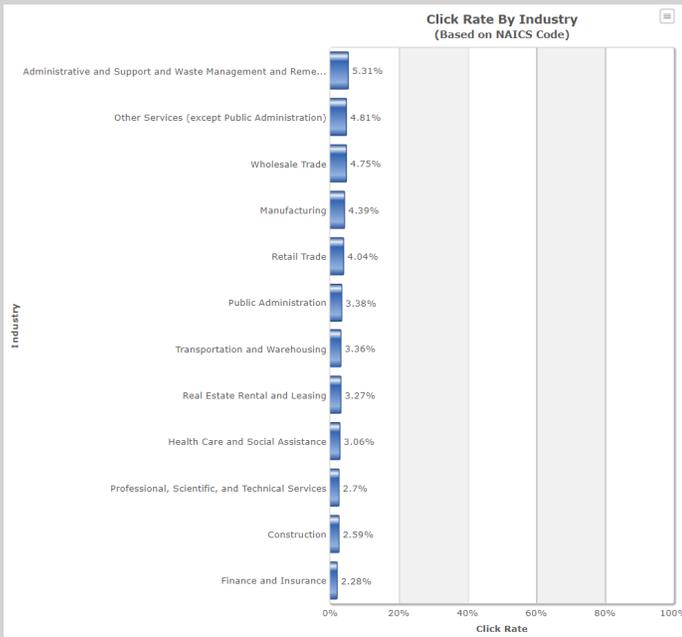
For your convenience, we've compiled them into reports you'll find on the next page. Use them to gauge where your organization ranks among others and gain a deeper understanding of the potential impact of phishing.

In addition, we've also developed some followup materials you can use to further leverage the April 2023 benchmarking page. You'll find them on page three of this wrap up.

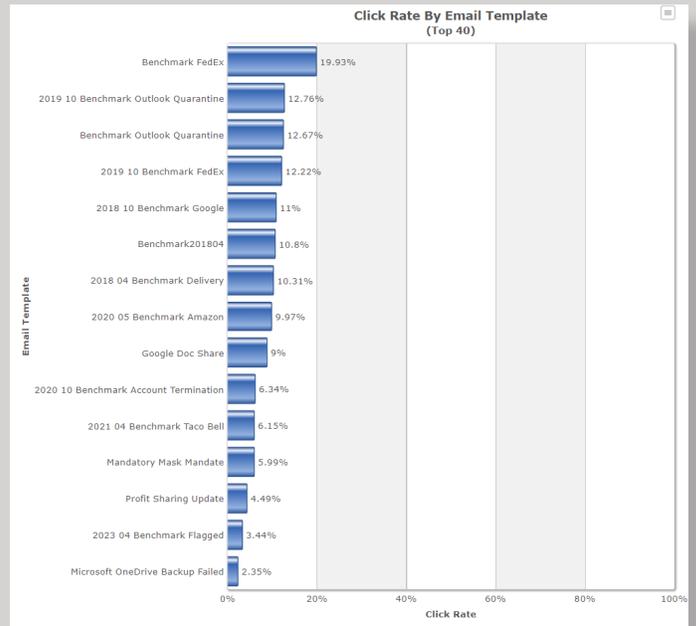
The next benchmarking opportunity is in Fall of 2023. Watch your email and Click Thinking for dates and details.

## April 2023 Benchmarking Details

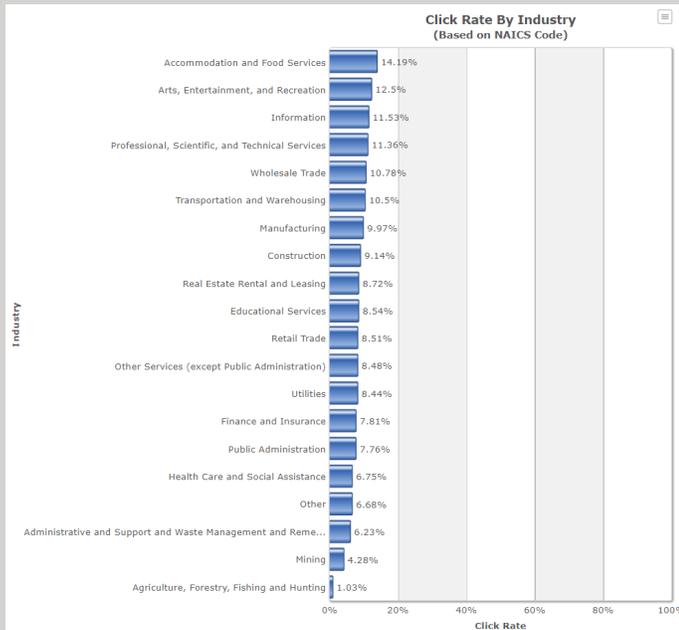
### Click rate by industry breakdown



### Click rate by prior benchmarks (Average click rate is 8.78%)



### Click rate by business sector



### Benchmarking Analytics

These charts highlight benchmarking results for the April Benchmarking Campaign.

- The left chart shows a breakdown of click rates based on industry of participating organizations.
- The right chart compares April campaign results to previous benchmarking efforts.
- The bottom chart shows historical click rates for all benchmark campaigns based on industry.

You can access these and other analytics via the SAT dashboard by clicking the **Results** tab and selecting **Benchmark Results** from the dropdown menu.

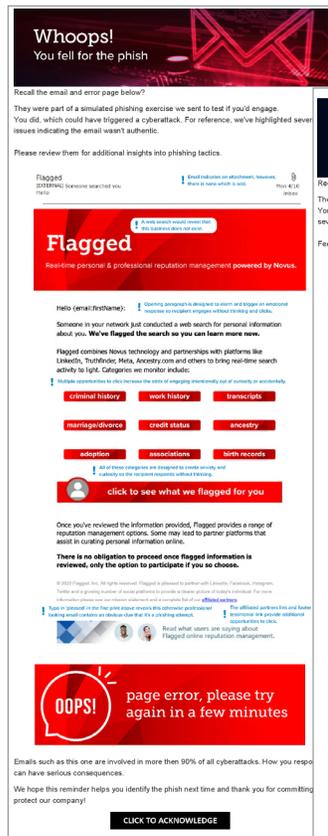
For additional information and previous campaign details, visit the [benchmarking](#) page on Campus

## Benchmarking Followup

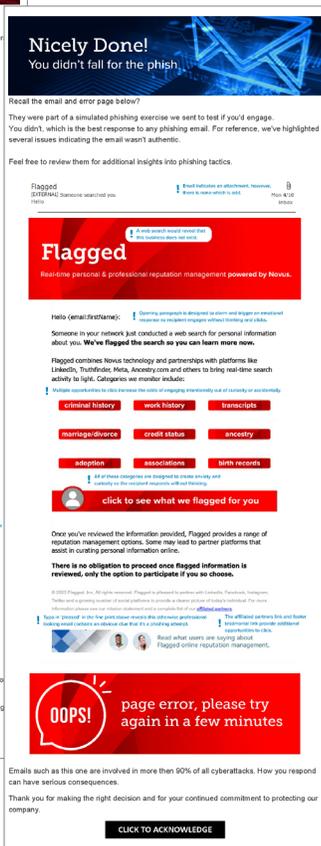
The materials below can help you leverage the April 2023 benchmarking campaign and reinforce phishing-awareness concepts. They include emails and a landing page that can be used in a followup campaign and selected training modules. **Search for them by name in the Content Center.**

### Two emails, one for clickers (negative reinforcement) and one for non-clickers (positive reinforcement):

Email Title  
2023 04 Benchmarking Negative Reinforcement



Email Title  
2023 04 Benchmarking Positive Reinforcement



### A common landing page

Landing Page Title  
2023 04 Benchmarking LP

A unique blank landing page that registers when recipients 'Click to Acknowledge' but doesn't appear has been developed for this campaign. There is no preview image.

### Additional training modules:

These modules are also recommended for additional followup:

- Phishing Signs Click Thinking Express (Title: CTE-1)
- What is Phishing With Quiz (Title: P101A-1)
- Phishing Awareness Click Thinking Interactive Training (Title: CTI-1)

## Hit the Ground Running

For your convenience we've created Content Groups that make followup campaigns easier. One targets those who clicked, the other targets those who didn't. The steps below outline how to deploy them both so you can reach all benchmarking recipients:

- In the **Campaigns** tab dropdown, on the SAT dashboard, click **Campaign Manager**
- click the **+ New** button
- under the **Testing** heading, click the **Email** option
- In the Campaign Intent dropdown, choose **Testing**
- give your Campaign a name
- click the **Enable Content Groups** box
- click **Save** to be taken to the **General Settings** page
- under **Scheduling** identify start, end, and cutoff dates
- under **Targets** select the address book you used for April 2023 benchmarking
- under targets click **+ Show Advanced Filters**
- scroll down to **Clicked Link** and select **True** from menu
- under **Content** click **Add New Content Group** to be taken to menu
- choose **2023\_04\_Benchmark - Training for Clickers** by clicking magnifier
- click add **Add to My Recent Campaign**
- click **Go to My Recent Campaign**
- click the blue **Save** button to be returned to **General Settings** page
- proceed to finalize launch setup as you would with a normal campaign

This will target clickers who fell for the phish. To target those who didn't repeat the same steps above, but select **False** and **2023\_04\_Benchmark - Training for Non-Clickers** and in the steps highlighted in blue.

## Campaign Building Instructions and Insights

If you're new to campaign building or want to learn more, check out [Creating and Generating and Email Campaign](#) on Barracuda Campus. In addition, product tours on Campaigns and Content, Creating Custom Campaigns and more can be accessed by clicking the chat icon in the dashboard's lower right corner. For further assistance, contact [Barracuda Support](#).



Chat Icon