



Benchmarking Campaign

April 2024 • Campaign Overview

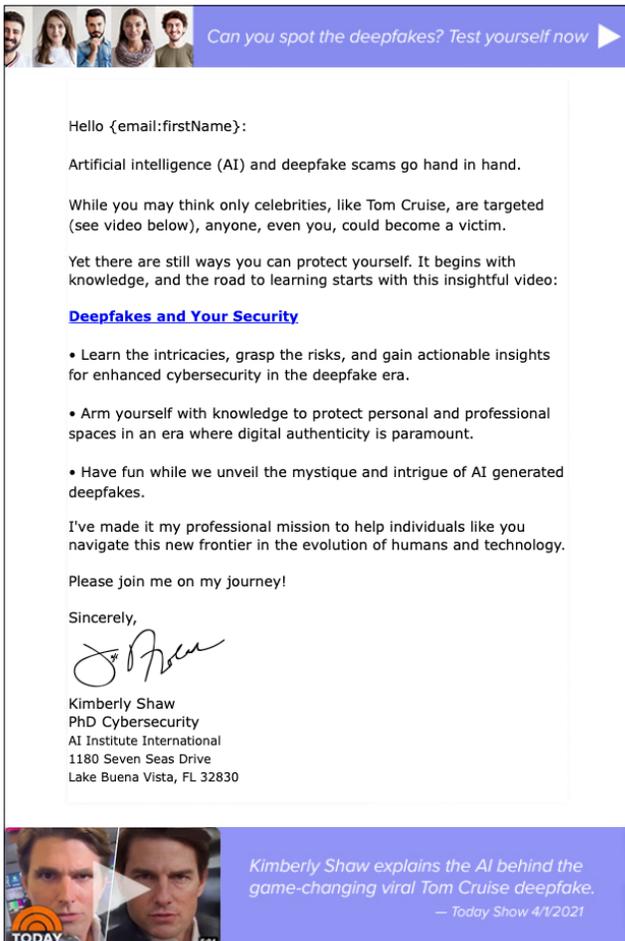
Objective: Test to see if recipient clicks.

Domain: whytrustme.net

Sender: Kimberly Shaw

Subject line: Can you spot an AI deefake?

Email



Can you spot the deepfakes? Test yourself now ▶

Hello {email:firstName}:

Artificial intelligence (AI) and deepfake scams go hand in hand.

While you may think only celebrities, like Tom Cruise, are targeted (see video below), anyone, even you, could become a victim.

Yet there are still ways you can protect yourself. It begins with knowledge, and the road to learning starts with this insightful video:

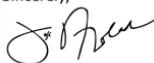
[Deepfakes and Your Security](#)

- Learn the intricacies, grasp the risks, and gain actionable insights for enhanced cybersecurity in the deepfake era.
- Arm yourself with knowledge to protect personal and professional spaces in an era where digital authenticity is paramount.
- Have fun while we unveil the mystique and intrigue of AI generated deepfakes.

I've made it my professional mission to help individuals like you navigate this new frontier in the evolution of humans and technology.

Please join me on my journey!

Sincerely,



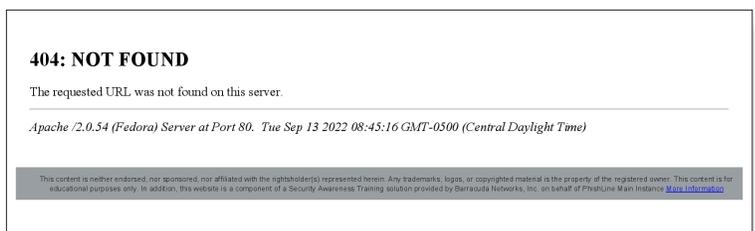
Kimberly Shaw
PhD Cybersecurity
AI Institute International
1180 Seven Seas Drive
Lake Buena Vista, FL 32830



Kimberly Shaw explains the AI behind the game-changing viral Tom Cruise deepfake.
— Today Show 4/1/2021

- Campaign is free to Barracuda Security Awareness Training clients providing a company address book.
- Campaign will run April 8 - 19 with results shared beginning April 23rd.
- All participants will use the same domain and campaign elements.
- Upon completion, customized reports will be provided to all administrators so they can see how their organization performed and compares to others and industry standards.
- **Sign-up deadline is April 3rd.**
Contact Barracuda Support to sign up.

Landing Page



404: NOT FOUND

The requested URL was not found on this server.

Apache/2.0.54 (Fedora) Server at Port 80. Tue Sep 13 2022 08:45:16 GMT-0500 (Central Daylight Time)

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