

# Benchmarking Campaign

October 2024 • Campaign Overview

**Objective:** Test to see if recipient clicks.

**Domain:** humanresourceupdates.com

**Sender:** HR via LinkedIn

**Subject line:** Compensation Video - Please Watch

Email

All,

Through LinkedIn's new **Transparency Today** program, we now have access to exclusive content. Please watch this informative piece on compensation we'll be factoring in as we move forward. Questions? [Click here.](#)



**Transparency Today**  
Connections currently watching





download transcript



watch video

Please click [here](#) if transcript fails to open or video fails to play with fifteen seconds

**Compensation Complexities**

*A short video outlining alternative methods of compensation.  
Presenter: Adrian Gattes, CRO-Mundein Corp.  
Duration: 23 Minutes  
Rec: 8/27/2024*

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This phish appears to come from the target's company and leverages a fictitious LinkedIn service to entice clicking. Hints that this might be a phishing email appear throughout the email.

- Campaign is free to Barracuda Security Awareness Training clients providing a company address book.
- Campaign will run October 7 - 18 with results shared by October 31st.
- 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 October 1.**  
Contact Barracuda Support to sign up.

Error page



conveniently, we're down...

We apologize for the delay and are working toward a quick solution. **Please try again in a few minutes.**

Landing Page