

Click Thinking

Product News and Updates

NEW THIS MONTH

An In-depth Look at AI Text Phishing

AI text phishing uses machine learning to develop emotionally manipulative messages that encourage further engagement. To combat this growing threat, we now offer new training that reveals how to detect and respond to AI-generated texts that aim to compromise your organization's security defenses and put your data at risk. Titled *AI Text Fraud*, this latest addition to our growing AI training set is available with or without a quiz in the Content Center. Search for it by name and plan your training campaign today!

Cybersecurity Awareness Month is Approaching

Fall is approaching which means Cybersecurity Awareness Month is just around the corner! In October we commemorate the event with new training and content to help you create a cyber-safe culture—and this year is no exception! We're adding new modules, refining more real-world phishing simulations and preparing to help you make the most of it! Watch for details in the next Click Thinking!



Your Shortcut to the Latest Training Content

Looking for the latest training content but don't have time to search? Click the 'What's New' icon in the top left corner of the SAT dashboard to review the latest emails, landing pages and training modules—complete with names you can reference for Content Center searches when you're ready!



Are AI-generated phishing emails more effective than those crafted by scammers? Can AI predict a phishing email's effectiveness before it even leads to a breach? This October, we're partnering with **Columbia University** and the **University of Chicago** in an exciting quest for answers—and you're invited to participate in this innovative approach to our fall benchmarking effort.

In this free simulated phishing campaign, targets will receive an email generated by AI, humans, or a combination of both. While the topic will remain the same, each version of the email will use different psychological persuasion tactics to entice the recipient to click. Once the campaign is complete, we'll share the insights we gather with you. What's more, we take care of everything—all you need to do is provide a company address book and we do the rest, from campaign setup to expert analysis and follow up reporting.

Finish 2025 strong by taking part in this fascinating collaboration between Barracuda Security Awareness Training and the brightest minds in AI and Computer Science—download the Click Thinking bundle for details and sign up today!



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