

# Benchmarking Campaign

October 2025 • Campaign Overview

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

**Domain:** tbd

**Sender:** Human Resources

**Subject line:** Action Required: Your Employment-Related Documents

**Email Content** (may vary slightly)

Dear [recipient]:

This is an important message regarding your employment-related items, including work status, tax documents (such as W-2 forms), pay stubs, and other essential employment and account information.

To securely access and review these documents, please click on the following link: [link]

We encourage you to access this information promptly to ensure all your records are current and available to you.

If you have any questions or require assistance, please contact the Human Resources Department.

Sincerely,  
The Human Resources Department

We're partnering with Columbia University and the University of Chicago to learn about the impact AI can have on phishing. 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.

- Campaign is free to Barracuda Security Awareness Training clients providing a company address book.
- Campaign will run October 6 - 17 with results shared once the campaign is complete.
- All participants will use the same domain and campaign elements.
- Upon completion all administrators will receive custom reports showing how their organization performed along with other findings.
- **Sign-up deadline is October 2**  
Contact Barracuda Support to sign up.

## Click Through Destination

**404: NOT FOUND**

The requested URL was not found on this server.

Apache /2.0.54 (Fedora) Server at Port 80.