

Click Thinking

Product News and Updates

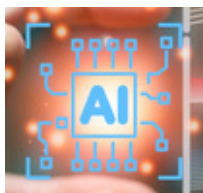
YEAR-END RECAP

What A Year It's Been!

It's hard to believe another year's gone by—but it's easy to reflect on everything we accomplished together the past 12 months. Let's take a closer look and celebrate our successes!

AI Takes Center Stage

This year we dove deep into artificial intelligence and the impact it's having on information security. Twelve new modules in all tackled a wide range of topics, from *AI Tools In Business* to year-end *Benefits Enrollment Scams* enabled by AI. If you haven't already, check them out in the Content Center!



The Latest AI Training Content

New for 2025: Our 12-module set of artificial intelligence-themed training modules—addressing AI information security concerns from a number of relevant angles. Incorporate them into your training strategy in the upcoming new year!

Breaking Ground in Benchmarking

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 partnered with **Columbia University** and the **University of Chicago** in an exciting quest for answers!

In this groundbreaking benchmarking campaign, targets received an email generated by AI, humans, or a combination of both. Emails used different psychological persuasion tactics to entice the recipient to click. Results proved fascinating, including a click rate higher than any previous benchmarking campaigns! Search “benchmarking” in Barracuda Campus to learn more. And make plans to take part in our next benchmarking effort in spring.

AVATAR SERIES UPDATE

The new face of training



Avatar Core Training Set Complete

In late 2025, we completed our core training refresh with avatar-hosted modules. Built on a cutting-edge AI platform that produces realistic, engaging hosts, this comprehensive set helps employees connect with training by adding a human touch. Core titles include:

What is Phishing

Types of Phishing

Understanding URLs

Spotting Phishing Scams

Passwords

Cyberattacks

Mobile Devices

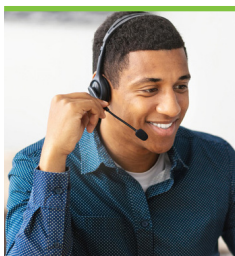
Social Engineering

Human Factor

Incident Response

YEAR-END MESSAGE

Thank you for partnering with us this year to safeguard your people, data and reputation from cyber threats. Whether you're an existing client or newly onboarded, our pledge to make security awareness training second nature for you stays strong—and we're eager to carry it forward into the new year.



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