

KEY FINDINGS FROM 2018 Email Phishing Analysis



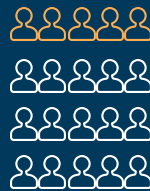
7,400

phishing emails sent by Brown Smith Wallace
Cybersecurity team in 2018



20%

of our emails
got clicked



24%

of users clicked
our emails



Our Most Popular Phishing Emails:

- Payroll Action Needed:
You have a new item to complete
- IT Helpdesk: Mailbox Quota Reached
- Resume for Katy Fisker
- Possible PC Malfunction: Ticket #32456



**Almost
4%**

of users were phished in similar
security awareness exercises,
according to the
2018 Verizon Data Breach Report



40%

decrease in clicks experienced by companies that
perform an annual phishing exercise

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Contact Bill Gogel at 314.983.1363 or bgogel@bswllc.com

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