

## International Retailer (Brick and Mortar, Online)

### Results Snapshot: Anti-Phishing Awareness and Training

#### Scope

An international retailer based in New York City evaluated components of the Wombat Anti-Phishing Training Suite. A test group of 193 employees took part in the three-stage Results Snapshot, which included two simulated phishing assessments and one interactive training module, *Email Security*.

#### Process

1. All participants were sent an initial simulated attack to assess employee recognition of phishing emails and establish a baseline vulnerability measurement. All employees who fell for (i.e., clicked) the email immediately received a Teachable Moment message explaining what happened and offering tips to avoid future traps.
2. Following the initial mock attack, all 193 employees in the test group were sent a training assignment via email and were asked to complete the *Email Security* interactive training module. The assignment was voluntary for all users.
3. Following the three-week training period, a second simulated phishing assessment was sent in order to measure the level of improvement.

#### Results

1. **Initial phishing assessment** – 37 users fell for the simulated attack, an email that posed as corporate eFax notification. This represents a 19.17% failure rate.
2. **Follow-up education** – 153 of the 193 total users completed the *Email Security* module, for a training penetration rate of just over 79%. This high participation rate illustrates our belief that training does not need to be mandatory in order to be effective and well-received. Organizations can encourage participation in a number of ways.
3. **Phishing reassessment** – Only 12 users fell for the second simulated attack, a message that claimed users needed to perform a security update. This represents a failure rate of 6.22%.

#### Overall Risk Reduction

The company saw a **68% reduction** in clicks between the first and second simulated phishing assessments, with 25 fewer users falling for the follow-up mock attack.

#### 2015 Phishing & Breach Statistics

Retail was in the top five for targeted industries and confirmed data breaches in 2015.

##### Most Targeted Industries



Source: Averages based on the APWG Phishing Activity Trends Report, 1st-3rd Quarters 2015

##### Most Confirmed Data Breaches



Source: Verizon's 2015 Data Breach Investigations Report