

Phishing

## **Analysis:**

Netflix Gift Card Ad

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This analysis examines a potential phishing attempt disguised as a Netflix gift card advertisement.

## **Content:**

Image: An advertisement promising a \$60 Netflix gift card.

Text:

States how many gift cards are available.

Explains the process for claiming a gift card.

Lists other shows available on Netflix.

Metadata: No metadata available.

## **Phishing Characteristics:**

False Promise: The advertisement promises a free gift card, which is highly unlikely.

Urgency: The advertisement might imply limited availability, creating a sense of urgency to claim the offer.

Lack of Legitimate Source: No indication of the source of the advertisement, making it difficult to verify legitimacy.

No Metadata: The absence of metadata increases the suspicion of a phishing attempt.

## **Possible Red Flags:**

Unverified Source: The image lacks a source or any recognizable branding associated with Netflix.

Grammatical Errors: The text in the advertisement may contain grammatical errors or awkward phrasing, a common characteristic of phishing attempts.

Suspicious URL: If the advertisement contains a link to claim the gift card, the URL may look suspicious or be unrelated to Netflix.

## **Recommendations:**

Do not click any links: Avoid clicking any links within the advertisement, as they could lead to malicious websites.

Verify the Source: Contact Netflix directly through official channels to confirm the validity of the offer.

Report the Ad: If you encounter this advertisement on a social media platform or website, report it as suspicious.

### **Conclusion:**

The lack of legitimate source, reliance on false promises, and suspicious nature of the advertisement strongly suggest a phishing attempt. Users should exercise caution and verify the source before engaging with any advertisements for free gift cards, particularly those distributed through unverified channels.