

Here is the obvious fake:

From: mastercardsIT@gmail.com
To: employee@email.com
Subject: URGENT! Password Reset Required-

Body:

Hello (insert name) ,

Your email account has been compromised. immediate action is required to reset your password!

Click here to reset your password in the next hour or your account will be locked: https://en.wikipedia.org/wiki/Phishing

Regards, Mastercard IT

This is one example of an improved phishing email.
There are many different ways you could have done this.

Spelling of Mastercard fixed and email comes from a relatable address

From: Mastercard Staff Rewards
To: employee@email.com
Subject: Your Black Friday Employee reward card

—

Body: Hello <name>,

Email is personalized and poor grammar is fixed

Contextualize to upcoming Black Friday event

In recognition of your hard work throughout the year, we wish to reward you with a gift card to spend in the upcoming Black Friday sales as a small token of our appreciation. Please find attached your Employee reward card.

Link is masked in plaintext to hide phishing link

The balance of your card will be determined based on your role. To view the balance and activate your employee reward card, visit [here](#).

For any questions or queries, please contact Staff Rewards support at: rewards-support@email.com

To increase legitimacy, buffer text is added

From,
Staff Reward Services

In recognition of your hard work throughout the year, we wish to reward you with a gift card to spend in the upcoming Black Friday sales as a small token of our appreciation. Please find attached your Employee reward card.

Link is masked in plaintext to hide phishing link

The balance of your card will be determined based on your role. To view the balance and activate your employee reward card, visit [here](#).

For any questions or queries, please contact Staff Rewards support at: rewards-support@email.com

To increase legitimacy, buffer text is added

From,
Staff Reward Services

CONFIDENTIAL: This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

Simple confidentiality disclaimer to add legitimacy to email.
This was taken from an article on Exclaimer.com

Interpret the results

First, let's have a look at the results of the phishing campaign.

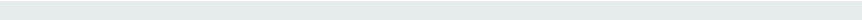
This table helps you to identify which teams appear to be **more likely** to fall for a phishing email than others.

Team	Email open rate	Email click-through rate	Phishing success rate
IT	80%	2%	0%
HR	100%	85%	75%
Card Services	60%	50%	10%
Reception	40%	10%	0%
Engineering	70%	4%	1%
Marketing	65%	40%	38%
R&D	50%	5%	2%
Overall average	66%	28%	18%



Familiarize yourself with phishing attacks

HR & marketing teams



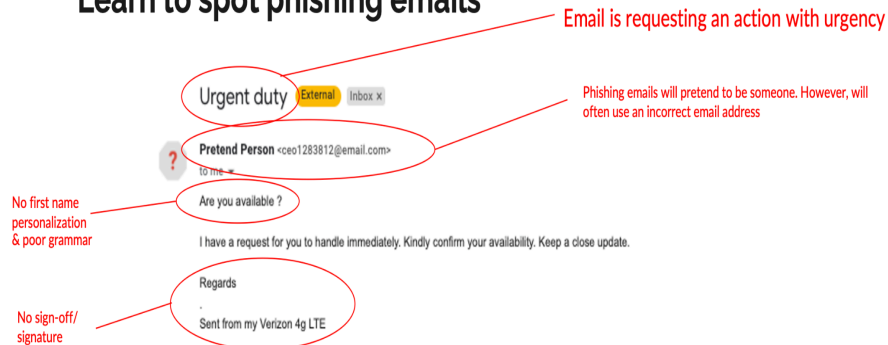


What is phishing?

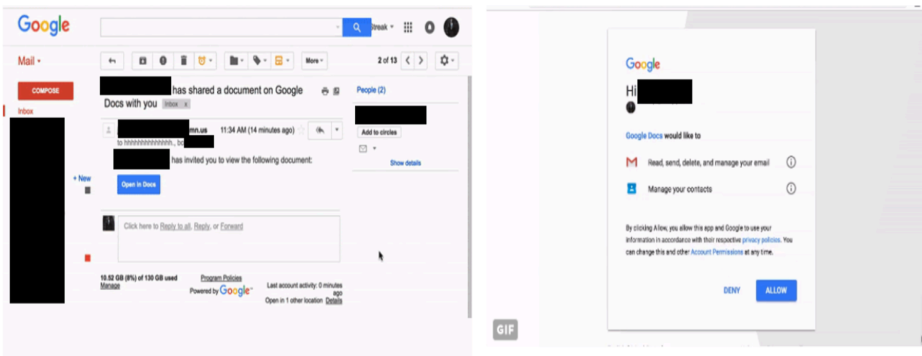
Phishing is the act of pretending to be someone, or something, to get information not usually available.

People can be gullible and curious and click on things they shouldn't - often a link will direct to a fake login page in an attempt to steal credentials.

Learn to spot phishing emails



Always be cautious - they can be as sophisticated as this...



How do we stop getting phished?

If it's too good to be true it probably is.

Always be suspicious. Better safe than sorry.

Double check with other employees on a separate communication channel.

For example, in the rewards card phishing email, you could confirm by calling Rewards Services about the employee card being sent out before clicking on the email.



Remember to always:

Check the URL of the website is correct.

Always be suspicious of any email requesting personal information.

Use a password manager to securely store unique passwords for each website.

Use a secondary/side channel to double check when someone requests you to do something.