

Executive Summary Report

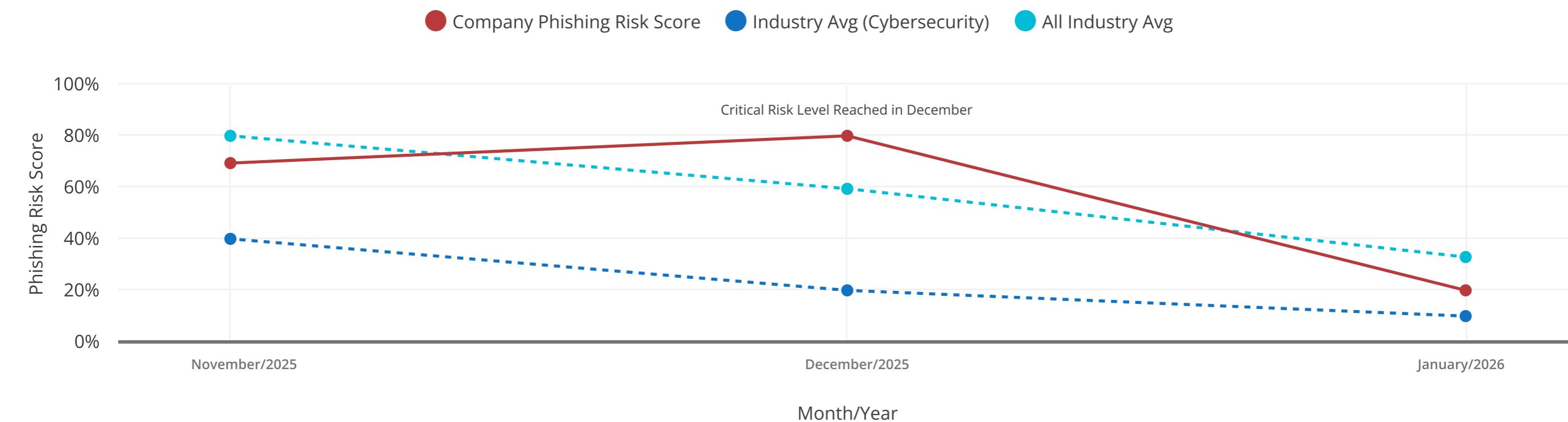
Created on 22/01/2026 by Keepnet

Date Range: ["01/11/2025 23:25", "22/01/2026 23:25"]



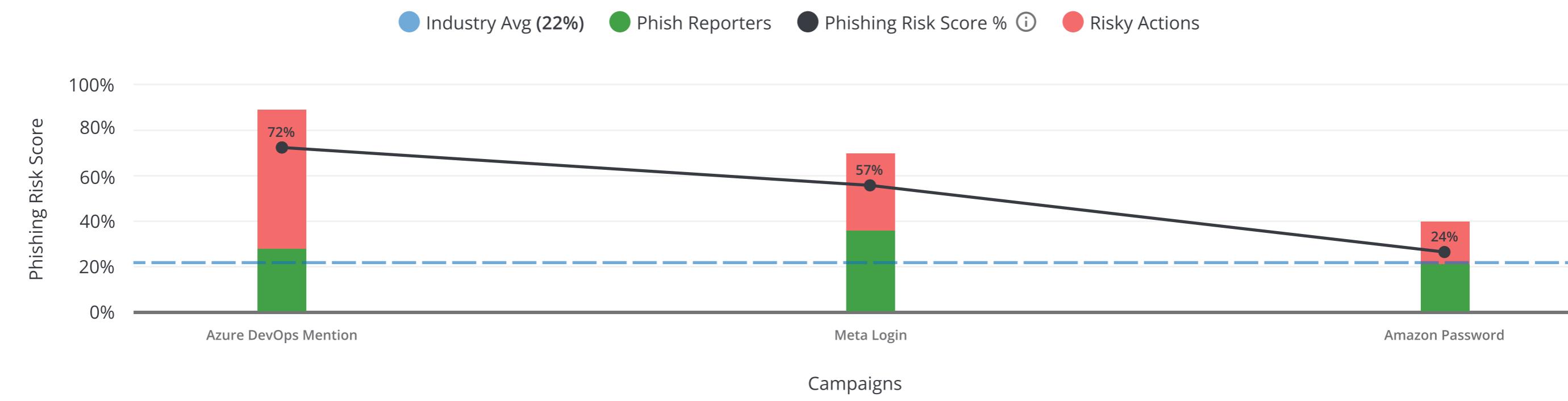
Phishing Risk Score Trend Across Industries

Phishing risk trends comparing company scores against selected industry and all-industry averages



Industry Phishing Risk Score

Phishing risk scores for each campaign compared to the industry average



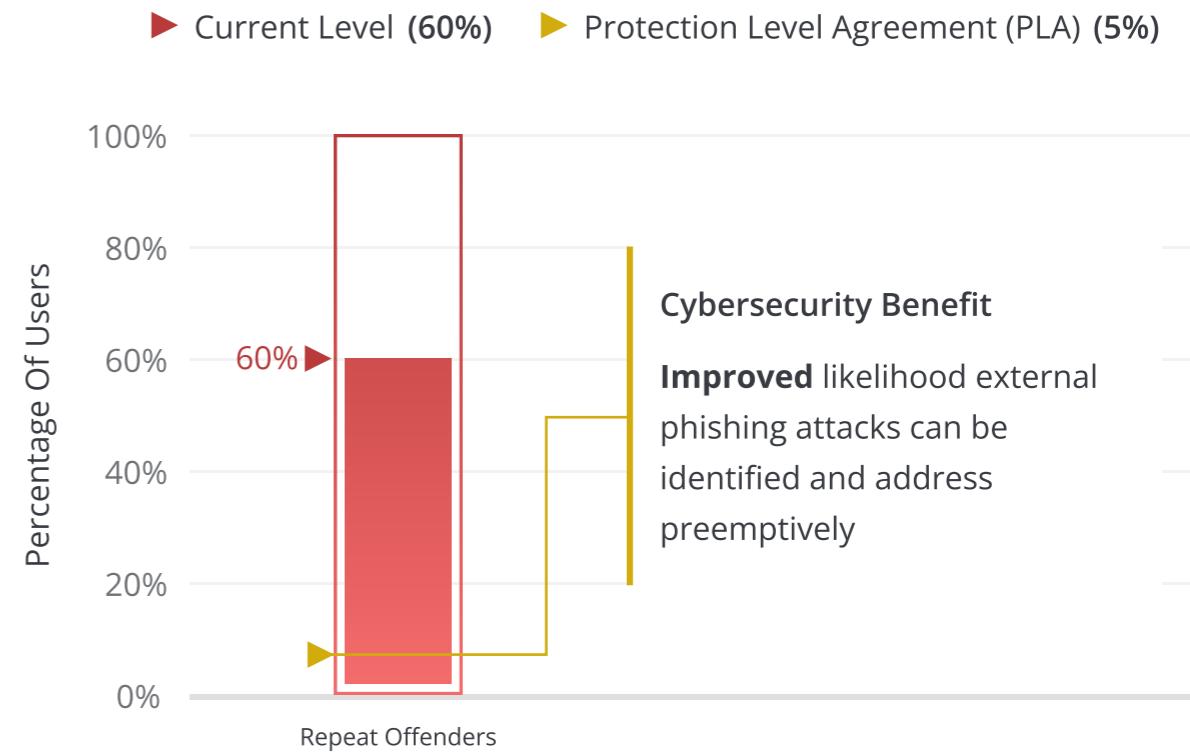
Departments with Highest Risk Scores

Human Risk Score for Highest-Risk Departments



Phishing Simulation Repeat Offenders Rate

Reduce external phishing attack risk by lowering repeat clickers.



Executive Summary Report

Created on 22/01/2026 by Keepnet

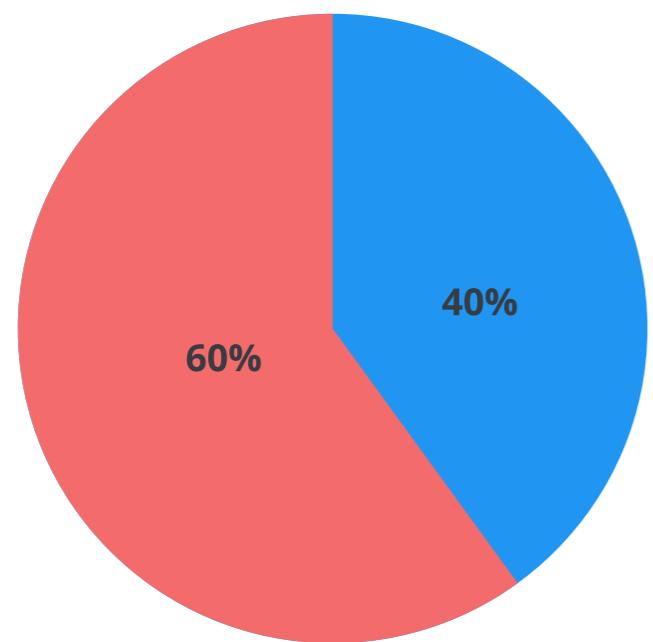
Date Range: ["01/11/2025 23:25", "22/01/2026 23:25"]



Repeat Offenders Users (Threshold: 2)

Percentage of users who are repeat offenders

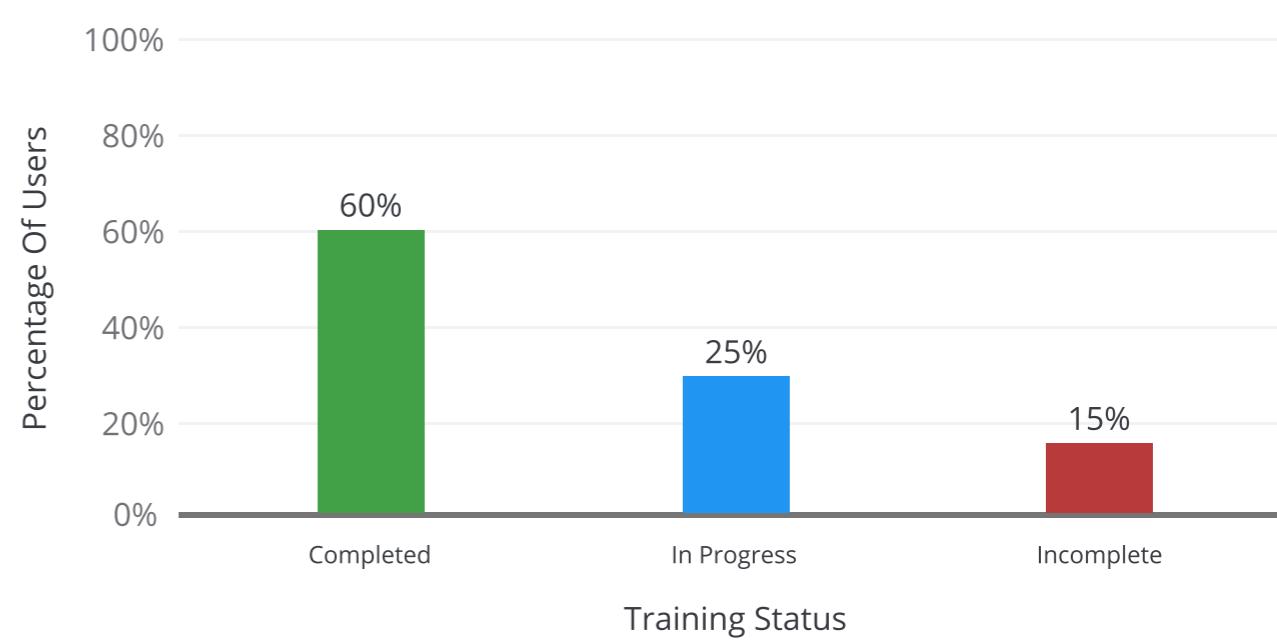
● Repeat Offenders (300 users) ● Simulated Users (200 users)



Training Completion

Measure the training coverage across the company

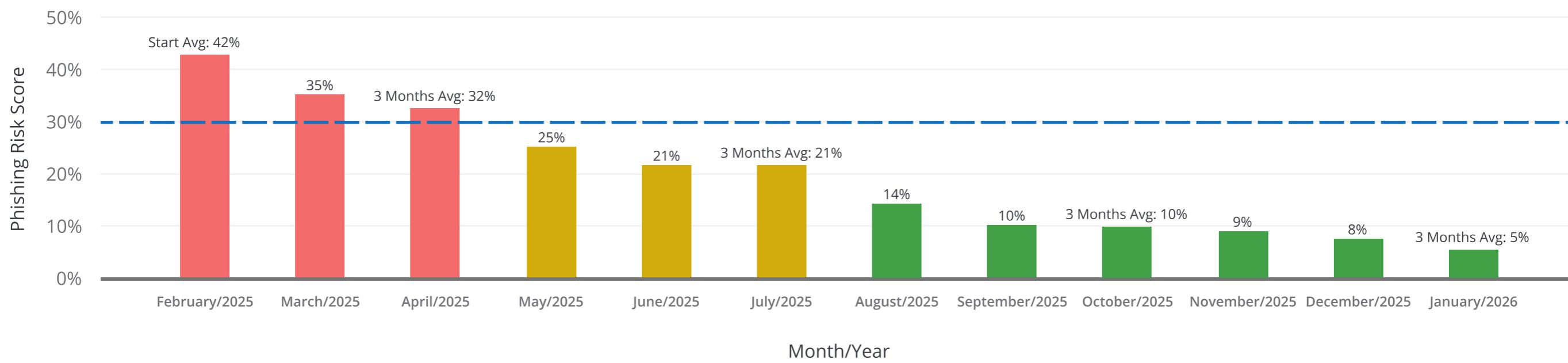
● Completed (60) ● In Progress (25) ● Incomplete (15)



Impact of Phishing Awareness Training

Phishing risk scores across a diverse user base, following a 12-month cybersecurity training program

● Industry Avg (30%)



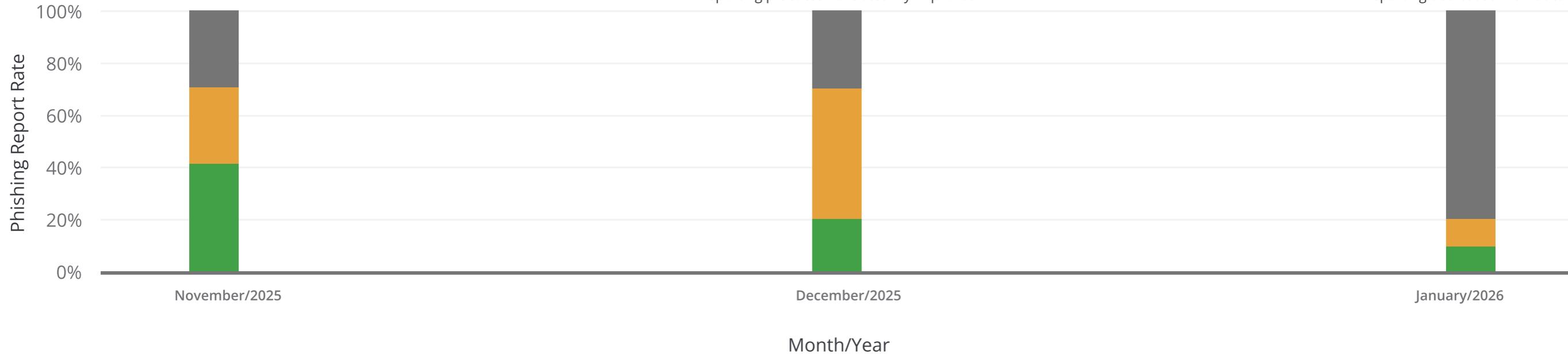
Phishing Report Rates Over Time

Reporting rates from phishing simulations by users who clicked versus those who did not

● Users Who Did Not Click And Report (%33) ● Users Who Clicked And Reported (%43) ● Users Who Did Not Report (24%)

Reporting practices have steadily improved

Reporting decreased dramatically



Executive Summary Report

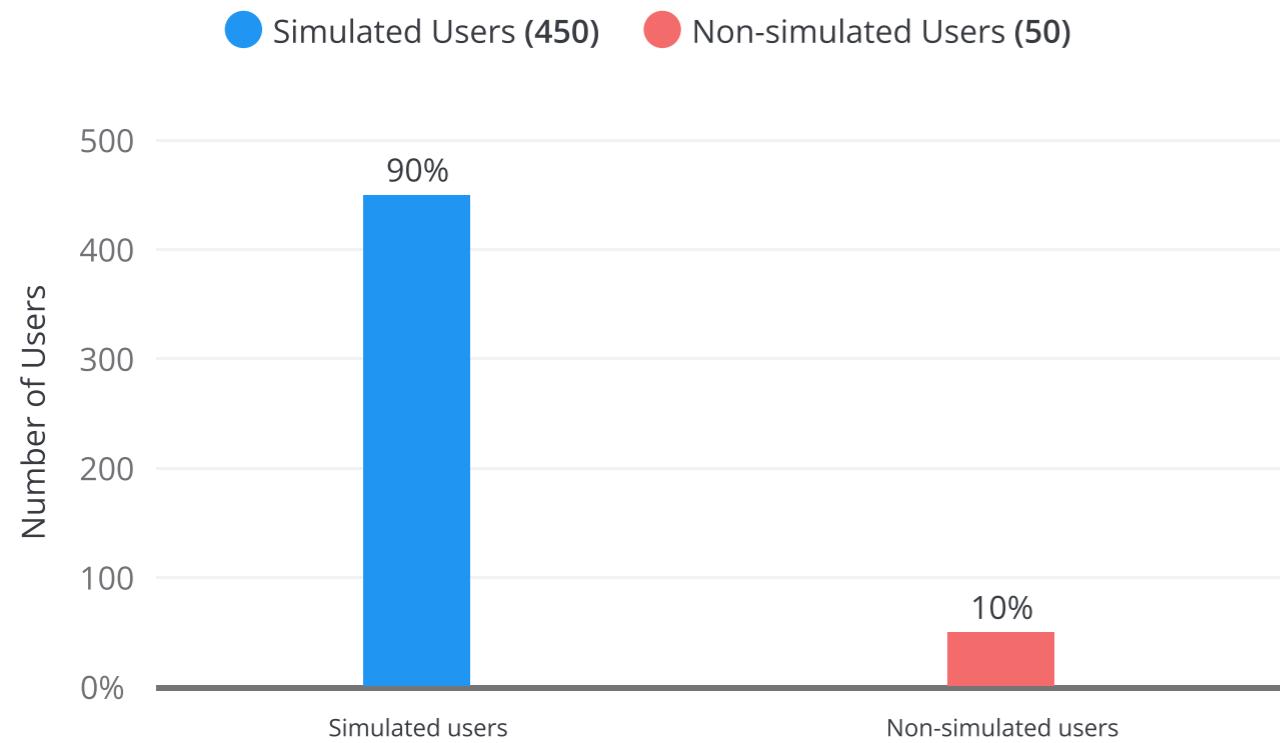
Created on 22/01/2026 by Keepnet

Date Range: ["01/11/2025 23:25", "22/01/2026 23:25"]



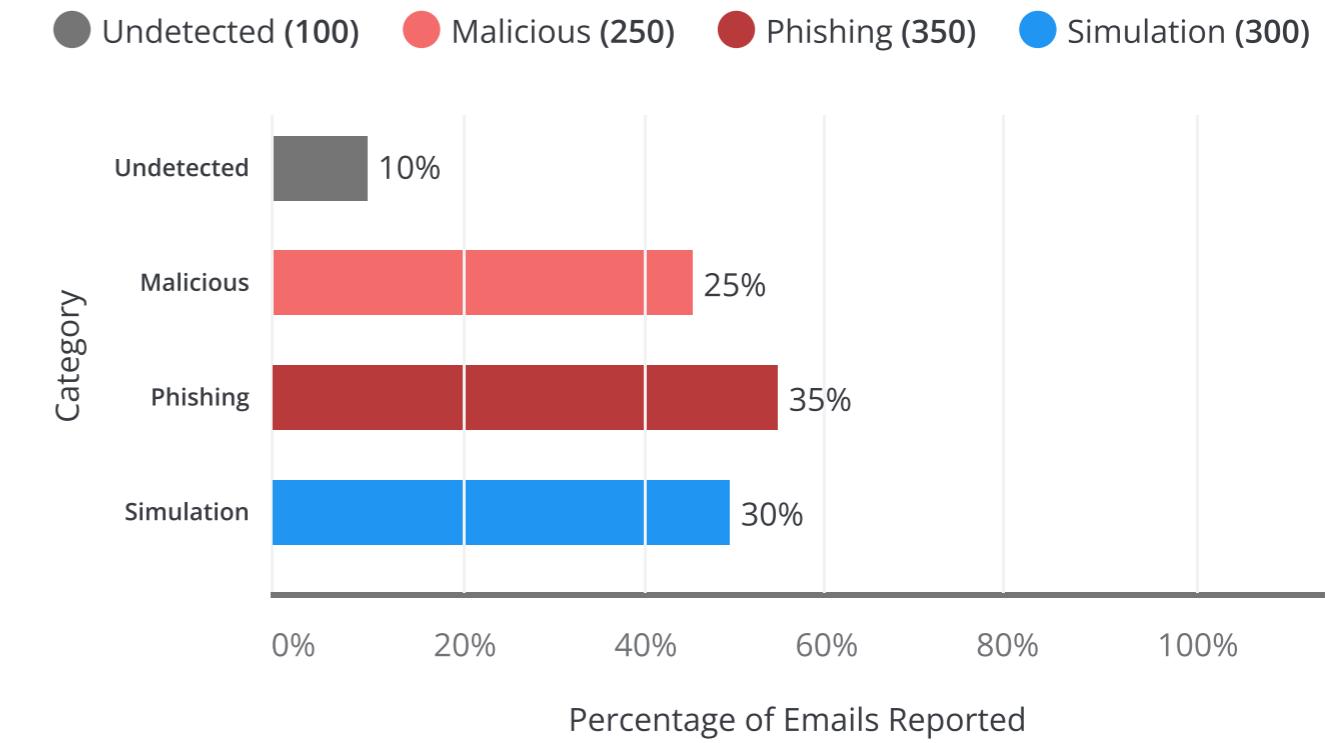
Simulation Coverage

Simulation proportion of simulated versus non-simulated users



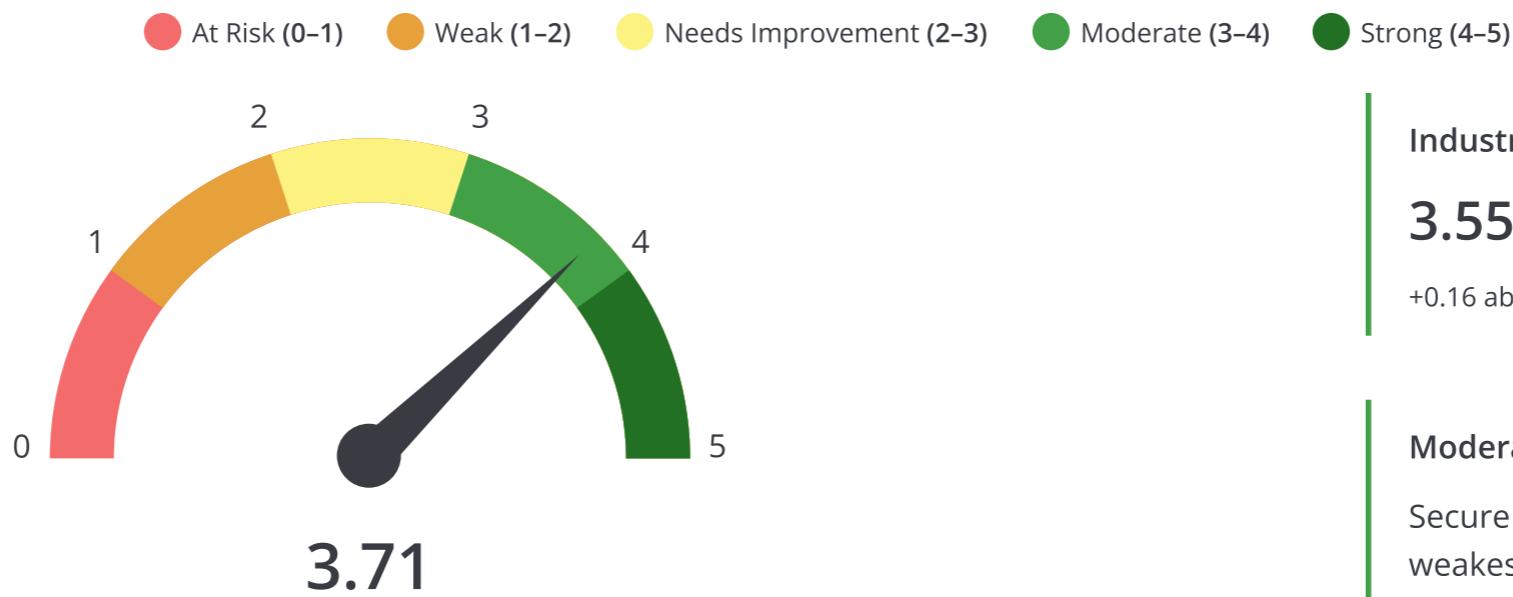
Total Reported Suspicious Emails and Percentage

Reporting rates of suspicious emails in different categories



Security Culture Score – 3.71 (Moderate)

Secure behavior maturity based on employee survey responses



The overall score is the participant-weighted average of 1-5 Likert ratings collected across 12 surveys.

$(\text{Survey}_1 \text{ Avg} \times \text{Participants}_1 + \text{Survey}_2 \text{ Avg} \times \text{Participants}_2 + \dots) / \text{Total Participants}$

Example: $(3.8 \times 100 + 4.5 \times 10) / 110 = 3.86$