

360Cyber.co

Phishing
Case Study
By: James Moore Certified Cyber Security Analyst



Phishing

- What is Phishing?
- The fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers.
- An astonishing 85% of businesses have been attacked using Phishing!



Phishing Types

- Spear phishing
- Whaling
- Vishing
- Email phishing

Phishing attacks are on the rise.

There are 4 main types of Phishing.



Phishing Stats

THE MOST IMPERSONATED BRANDS OVERALL IN Q1 2021 WERE:



- 1.97% of the users are unable to recognize a sophisticated phishing email.
- 2.95% of all attacks targeting enterprise networks are caused by successful spear phishing.
3. Employees in the departments handling large-scale data have problems in identifying phishing emails.
4. Only 3% of the users report phishing emails to the management.
5. A single spear phishing attack results in an average loss of \$1.6 million.
6. 30% of phishing emails are opened by users, and 12% of these targeted users click on the malicious link or attachment.
7. 85% of all organizations have been hit by a phishing attack at least once.
8. Mobile phishing attacks are usually quite different and more problematic.
9. 81% of all mobile phishing attacks were launched outside of email.
10. The creation of around 1.5 million new phishing sites is witnessed every month.
11. The number of phishing emails that contain some form of ransomware rose to 97.25% since 2016.
12. 78% of users claim to be familiar with the risks of unsolicited links in emails. And yet, they click on the links anyway.
13. The global information security market is predicted to reach \$170.4 billion in 2022.
14. 540 data breaches were reported in the USA in the first half of 2020.
15. Webmail services and SaaS accounted for 34.7 % of all phishing attacks globally.
16. 1 in every 8 employees shares information on a phishing site.
17. More than 60,000 phishing websites were reported in March 2020.
18. 96% of all targeted attacks are intended for intelligence-gathering.
19. 71% of all sextortion victims are younger than 18 years of age.
20. Brand impersonation accounts for 81% of all spear phishing attacks.
21. 1 in every 2 organizations has been targeted by a ransomware attack in 2019 and data was successfully encrypted by the attackers in 73% of these attacks.
22. 1 in every 3 companies that suffered a ransomware attack paid the ransom and the average ransom demand is nearly \$84,000.
23. 22% of all data breaches in 2020 involved phishing attacks.

Costs

The average cost to organizations in 2019 for breaches due to phishing was \$3.92 million.

Prevention

- Use Incident Response Phishing Tools
- Monitor SMTP protocols
- Train employees how to recognize phishing emails and vishing calls

Need Help?



360Cyber.co

If you want to protect your business from cyber threats we can help. Visit our website and get started today!