

TROPHY PHISHING



76%

of businesses report being a victim of a phishing attack in the last year.

(Wombat State of the Phish)

And with the cost of the average successful phishing attack equaling over

\$1.6 million

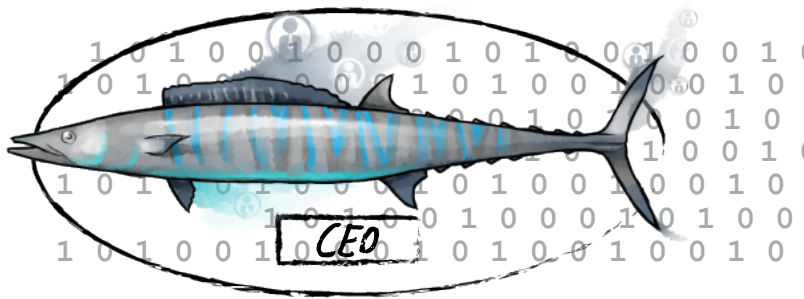
these attacks have midsize enterprises on the hook.

WHO ARE THE TROPHY PHISH IN YOUR ORGANIZATION?

CEO

Bait: "We're being sued!"

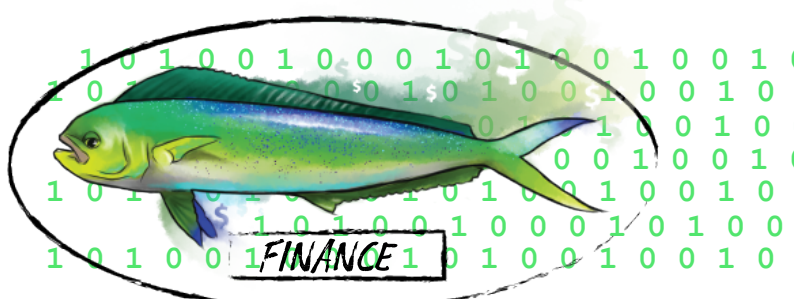
A quick email pretending it's from the legal team that you're being sued is sure to get a CEO's attention.



FINANCE

Bait: "I need you to transfer these funds!"

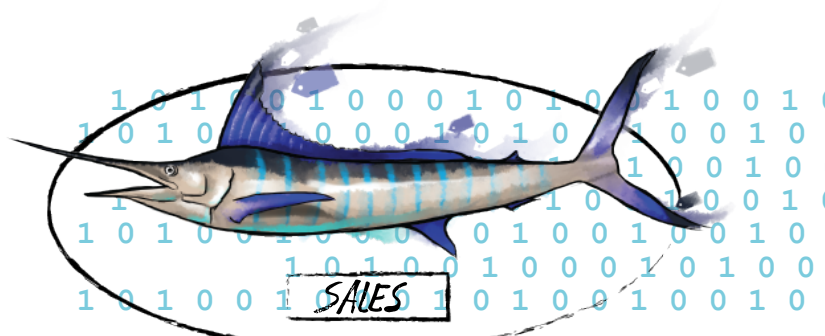
An email looking like it's from the CEO asking the finance team to transfer funds is an easy way for hackers to get handed your money!



SALES

Bait: "I'm your next big sale!"

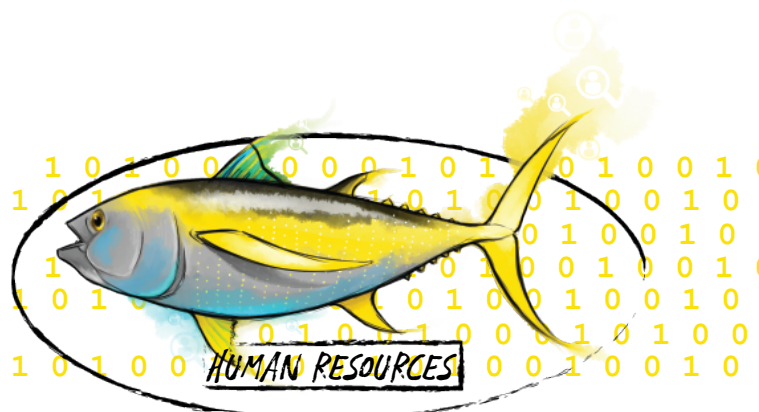
An email looking like it's from a potential opportunity is a definite way to get a sales person to click on the link in your phishing email.



HR

Bait: "Hire me!"

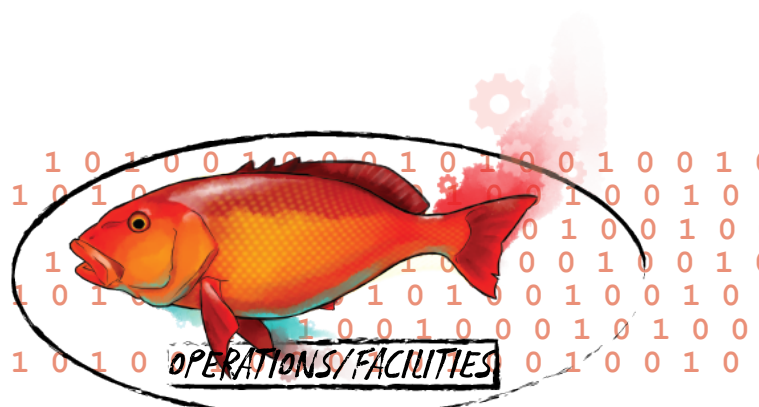
HR team members get emails with resumes attached all of the time. Why would this be any different?



OPERATIONS

Bait: "Your package is missing!"

Team members in departments that often send and receive packages are easy targets for malicious attachments pretending to be from UPS or FedEx.



HOW CAN YOU KEEP OFF THE HACKER'S LINE?!

Continuous End-User Education
Always challenge your users with test phishing emails to make sure they recognize the warning signs.

WatchGuard Total Security Suite
Protect your business at every level and against a variety of attacks with a layered security solution like WatchGuard Total Security Suite.

WatchGuard AuthPoint
Even if attackers get access to a user's credentials, a multi-factor authentication solution like WatchGuard AuthPoint ensures that they don't have the rest of the elements needed to gain access.

