# FY24 COURSE & EMAIL OVERVIEW

Course Growth:

57 new courses created in FY24, taking our course library from 78 (in FY23) to 135 courses (in FY24). Of these 57 new courses, there are:

- 11 new role-based courses
- 5 new industry-based courses
- 2 new government guidelines courses
- 1 new phishing evolution courses
- 11 new general security courses
- 13 courses translated into another language (Romanian, Spanish, French)
- 14 courses have been redesigned to meet WCAG 2.2 AA standards to increase the usability of our online content and make it accessible to people with disabilities.

FY23 VS FY24
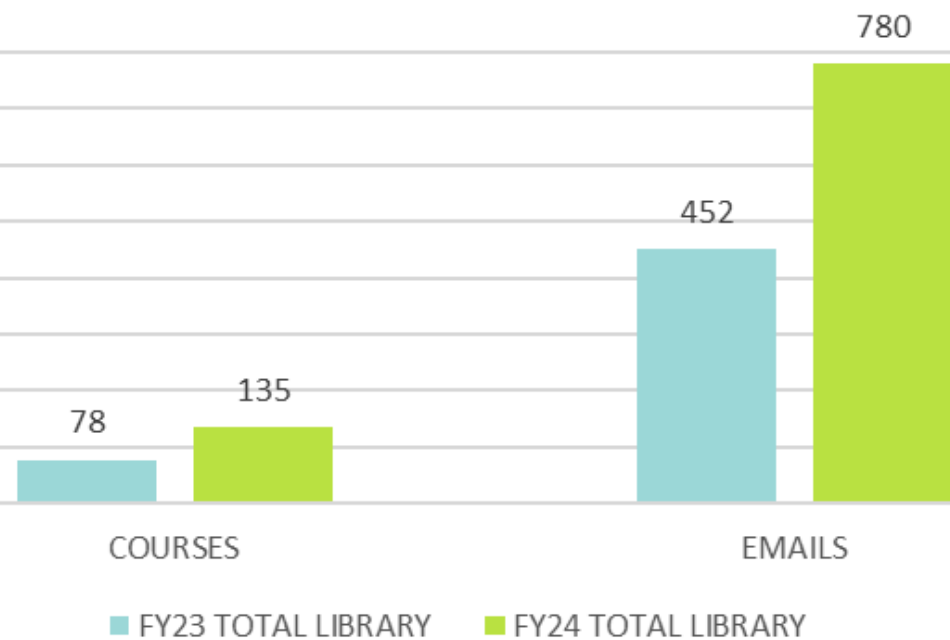
Email Growth:

328 emails created in FY24, taking our email library from 452 emails (in FY23) to 780 in FY24. Of these 328 new emails, there are:

- 237 New branded emails
- 91 Non-branded emails

Levels	Total Emails Sent	Count of Level	% of library @ 29/04/24	Average of %CTR
1	2,925,938	45	5.85%	11.45%
2	2,448,344	58	7.62%	13.56%
3	1,749,766	44	5.71%	15.17%
4	859,597	47	6.39%	15.05%
5	655,182	79	10.20%	16.10%
6	512,848	93	12.65%	20.25%
7	745,667	80	10.20%	16.09%
8	496,009	70	8.16%	21.75%
9	908,119	75	10.20%	18.13%
10	686,214	149	20.27%	25.77%
Spear phishing	6,726	20	2.72%	21.92%
Grand Total	11,994,410	760	100.00%	18.82%

June 2023 vs June 2024

Levels		Count of Level		% of library		INCREASE of Average %CTR	MULTIPLIER
1	⬆	15	⬇	-0.53%	⬆	6.29%	2.1x increase in CTR between June 23 and June 24
2	⬆	28	⬆	1.13%	⬆	6.37%	2x increase in CTR between June 23 and June 24
3	⬆	18	⬆	0.28%	⬆	7.00%	2x increase in CTR between June 23 and June 24
4	⬆	13	⬇	-1.21%	⬆	6.50%	1.8x increase in CTR between June 23 and June 24
5	⬆	36	⬆	1.06%	⬆	7.29%	1.8x increase in CTR between June 23 and June 24
6	⬆	56	⬆	3.45%	⬆	7.90%	1.7x increase in CTR between June 23 and June 24
7	⬆	27	⬇	-0.77%	⬆	7.33%	1.9x increase in CTR between June 23 and June 24
8	⬆	46	⬆	3.43%	⬆	13.01%	2.4x increase in CTR between June 23 and June 24
9	⬆	47	⬆	2.46%	⬆	7.85%	1.7x increase in CTR between June 23 and June 24
10	⬆	30	⬇	-6.55%	⬆	6.30%	1.4x increase in CTR between June 23 and June 24
Spear phishing	➡	0	⬇	-2.75%	⬆	1.53%	1.1x increase in CTR between June 23 and June 24
Grand Total	⬆	316	➡	0.00%	⬆	6.65%	1.6x increase in CTR between June 23 and June 24

- Average Baseline CTR FY24 = 25.47%,
  - in comparison to 19.16% average baseline CTR in FY23, resulting in an increase of 6.3% across baseline
- Average across all email sophistication levels in FY24 = 18.82%,
  - in comparison to 12.35% average across all email sophistication levels in FY23, resulting in an increase of 6.6% aggregated across all levels

What's New...
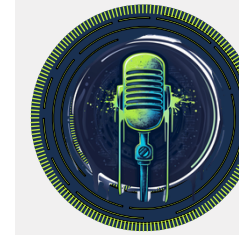
BYTES with Bec & Benji Podcast

Phriendly Phishing has partnered with industry professionals with deep-domain expertise to unravel trends and tactics in the threat landscape. Sink in to thought-provoking discussions in the form of casual podcasts with industry experts, that spark curiosity and align to the topics covered in our security awareness training.

Coming Soon...
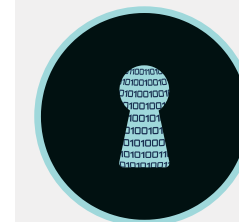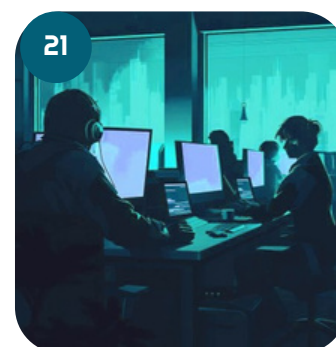
Darknet Chronicles True CyberCrime

The rise of true crime stories reflects our collective curiosity about human behavior, justice systems, and the darker aspects of society. Whether as entertainment or advocacy, true crime continues to captivate and provoke discussion, hence Phriendly Phishing is launching a series of true cybercrime episodes, using visual storytelling to bring REAL cases to life.

FY24 NEW PHRIENDLY PHISHING COURSES

#	Category	Title
1	Role-Based	PSPF – Full Suite
2	Role-Based	PSPF – Understanding the PSPF
3	Role-Based	PSPF – Security Governance
4	Role-Based	PSPF – Information Security
5	Role-Based	PSPF – Personnel Security
6	Role-Based	PSPF – Physical Security
7	CyberEdu	Social Media – For Kids & Teens
8	CyberEdu	Smishing (Teen Edition)
9	CyberEdu	Phishing (Teen Edition)
10	CyberEdu	Vishing (Teen Edition)
11	General	Understanding GenAI
12	General	Safe Use of GenAI
13	General	Fraud Awareness
14	General	Remote Working
15	General	QR Code Scams
16	General	Investment Scams
17	General	Passwords & Passphrases (New Zealand)
18	CyberGov	Countering Foreign Interference (New Zealand)
19	Role-Based	Intro to Cloud Computing
20	Role-Based	OWASP Overview
21	Role-Based	OWASP Broken Access Control
22	Role-Based	OWASP Cryptographic Failures
23	Role-Based	OWASP Injection
24	CyberRetail	Scan for S.C.A.M.

25 Phishing
Angler Phishing

26 General
Catfishing

27 General
Understanding Malware

28 General
Supply Chain Risks

29 General
Online Gaming

30 CyberGov
Understanding UK-GDPR

31 General
Introduction to Information Security

32 General
Laptop Security

33 General
Mobile Phones & Tablets

34 General
Passwords and Passphrases

35 General
Personal Information

36 General
Email Security

37 General
Security in the Workplace

38 General
Security Threats

39 General
SCAM Fundamentals

40 General
Scams & Social Engineering

41 General
Bring Your Own Device

42 General
Remote Working

43 General
Laptop Security

FY24 COURSE UPLIFTS

WHAT'S NEW...

- Web Content Accessibility Guidelines (WCAG 2.2 AA) standards applied
  - To make web content more accessible to people with disabilities, WCAG guidelines help ensure that websites, applications, and digital content are designed to be accessible for web users with low vision, cognitive and learning disabilities, and motor disabilities, including access on touch-screen devices.
- Uplift graphic designs and animations
- Updated trends and examples of scams in current threat landscape

1	General	Intro to Info Security
2	General	Cloud Security
3	General	Email Security
4	General	Wi-Fi
5	General	Security Incidents
6	General	Safety Online
7	General	Personal Information
8	General	Protecting your Digital Identity
9	General	Smishing
10	General	S.C.A.M. 1 Fundamentals
11	General	S.C.A.M. 2 Identification
12	General	S.C.A.M. 3 Application
13	General	Scams & Social Engineering
14	General	Security in the Workplace

"I found the format very engaging and the information useful even as an experienced IT user"

"Content was excellent, covering all the elements of a potential phishing email. Some of them, I had not thought of or considered previously."

"Loved it! It does a great job of breaking up a very complex field into manageable chunks for consumption."

As a person who has been scammed for a lot of money. I really needed this. Thank you, thank you, thank you!"

"From a depth of knowledge perspective, these Phriendly Phishing units are superior."

"Interactive learning is an excellent tactic to teach and engage people on this topic. Great job guys :)"

"Enjoyed everything! Not only is it beneficial for our workplaces but very helpful for school and home. Thank you!"
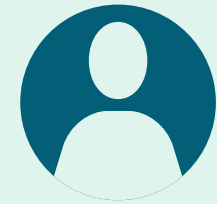
"Engaging training with quality video. Best one I've seen so far!"

"The language used was great for all levels of users. Would love to share this with my family and friends as they are not as IT savvy as I am."

WHAT OUR LEARNERS SAY...

FY24 EMAIL UPDATE

WE CREATED **328** **EMAILS THIS YEAR**

In FY23 admins had access to 452 emails. This year we added 328 new emails, growing our email library to 780+, as well as increasing levels of sophistication and spear phishing campaigns.

TOTAL EMAILS PER LOCALE

131	43	70	21	4	511
Aus- Specific	NZ-Specific	A/NZ applicable	UK-Specific	US-Specific	GLOBAL

OUR BASELINE LIBRARY HAS INCREASED BY 26.8%, TAKING US FROM 123 BASELINE EMAILS IN FY23, TO A WHOPPING 156 BASELINE EMAILS IN FY24

After increasing our baseline email library we found the average baseline CTR increased by 6.5%, resulting in a total average baseline CTR of 25.5%. This means improved baselines performance from 1 in 5 people clicking on baselines to 1 in 4 people. The templates are more challenging and incorporate consistent education through awareness of relevant and new trends in the threat landscape.

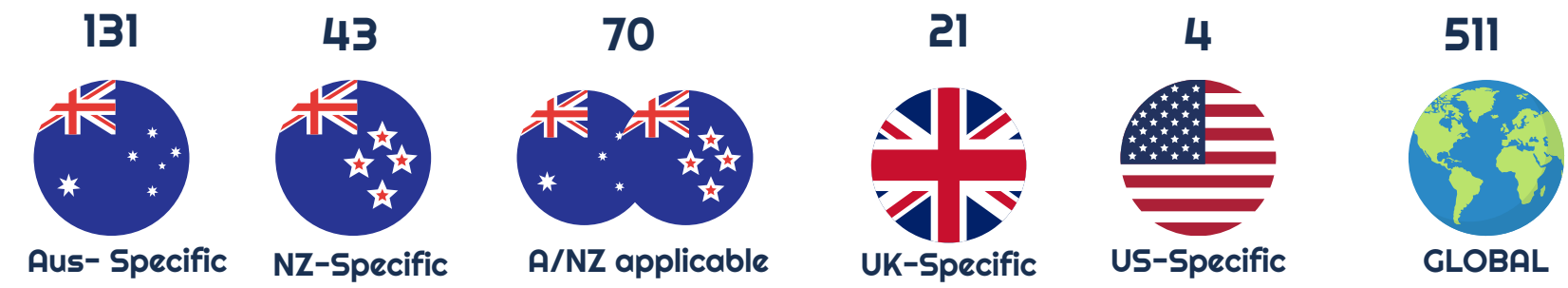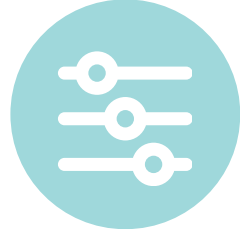**WE HAVE INCREASED THE NUMBER OF EMAILS SOPHISTICATION ACROSS EACH LEVEL OF EMAIL CAMPAIGNS**

Easy level: added **61** new emails, resulting in average CTR increase of **6.5%** to an overall average of **13.4%** for **Easy** templates
Medium level: added **105** new emails, resulting in average CTR increase of **7.2%** to an overall average of **17%** for **Medium** templates
Hard level: added **129** new emails, resulting in average CTR increase of **9.4%** to an overall average of **19.5%** for the **Hard** templates
Baseline: added **33** new emails, resulting in average CTR increase of **6.5%** to an overall average of **25.5%** for **Baseline** templates

120 EMAILS OUT OF 780 (15% OF OUR TOTAL EMAIL LIBRARY) HAVE A CTR OF OVER 30%,
1 IN 3 PEOPLE HAVE CLICKED ON THESE PHISHING EMAILS.

98 EMAILS OUT OF 780 (12.5% OF OUR TOTAL EMAIL LIBRARY) HAVE A CTR OF OVER 25%,
1 IN 4 PEOPLE HAVE CLICKED ON THESE PHISHING EMAILS.
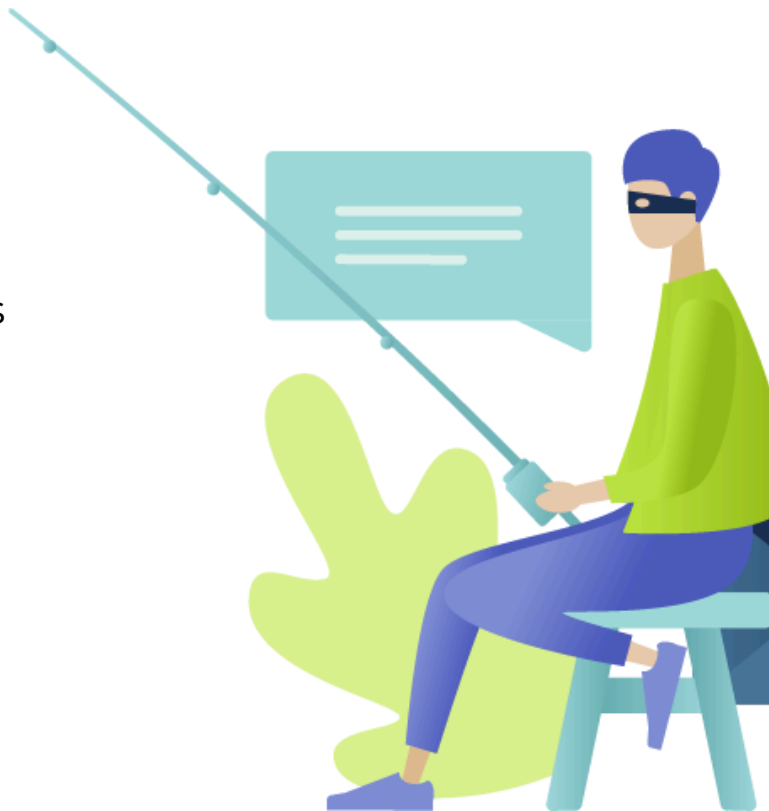
FY24 EMAIL PERFORMANCE

Branded | Unbranded

TOP 10 CLICKED EMAIL SUBJECTS (OVERALL):

1. Uber: UberOne 50% off temptation deal
2. Visa - Your application is approved!
3. Abnormal remote login attempt
4. SharePoint: Incompatible sensitivity label
5. Your Binge or Kayo streaming offer
6. PayPal: You've added a new address
7. Data Breach Advisory (Easy)
8. Google Pay: Your card has been added
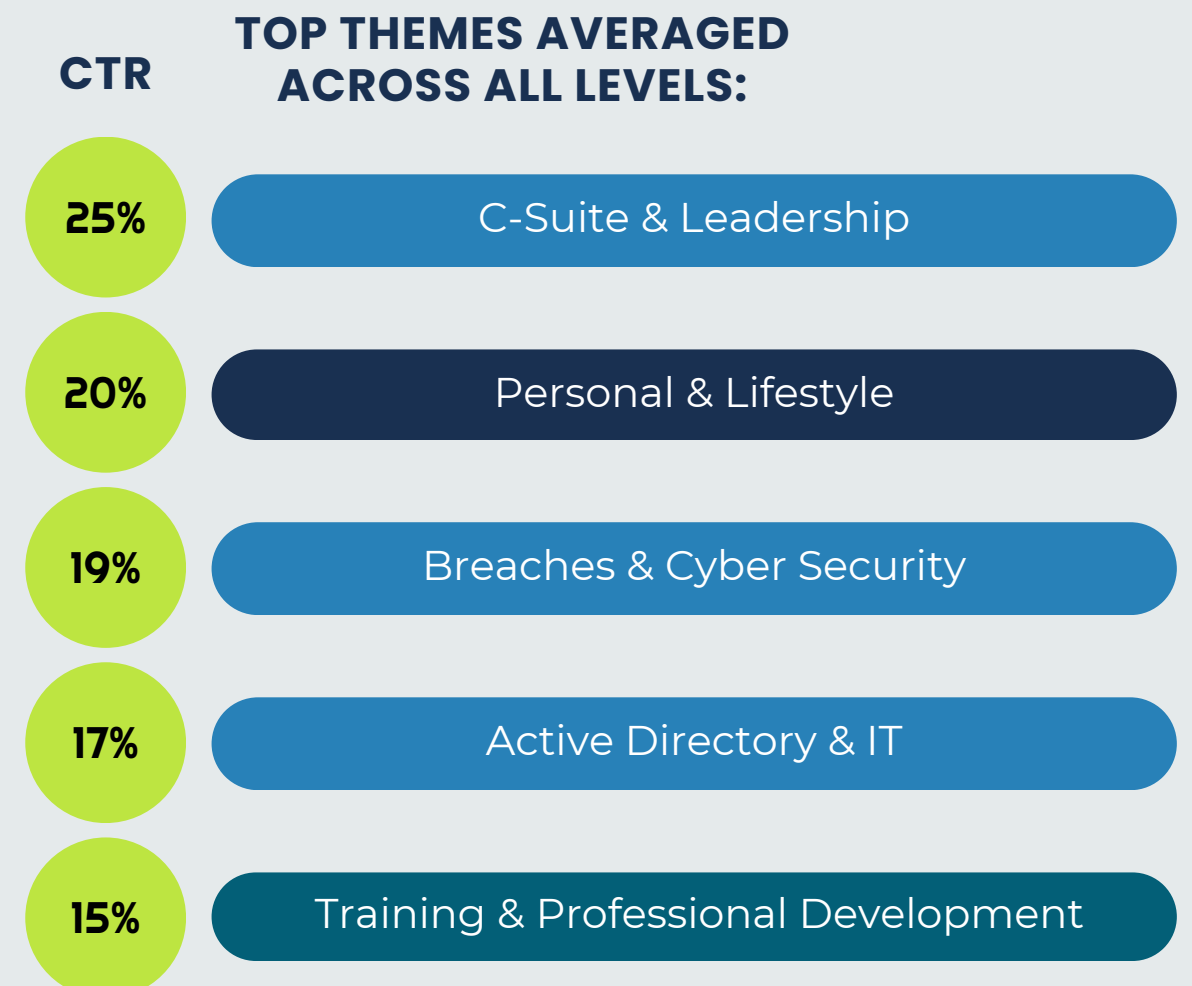9. C-Suite: Urgent Financial Approval Needed
10. PayPal: Your Payin4 payment went through

TOP 10 CLICKED EMAIL SUBJECTS (1000+ SENDS):

1. C-Suite: Urgent Financial Approval Needed
2. C-Suite: IT Security Action List
3. C-Suite: CONFIDENTIAL - Merger Discussion
4. McDonalds free sundae on Sunday (Easy)
5. Amazon shipment delay (Easy)
6. New Zealand: NZ Inland Revenue
7. Corporate Volunteer Program (Easy)
8. Amazon: Billing Payment Failure (Easy)
9. Officevibe - Your feedback has a new reply
10. Toll Parcel is Due for delivery today

Cumulative Click-Through Rate (cCTR): Represents the total Click-Through Rate accumulated by each theme across all instances where it appeared. It indicates the overall engagement level of users with the content related to that theme. Higher cCTR values suggest that when the theme appears, it tends to attract more clicks, implying higher user interest or relevance.

CTR — TOP THEMES AVERAGED ACROSS ALL LEVELS:

CTR	Theme
25%	C-Suite & Leadership
20%	Personal & Lifestyle
19%	Breaches & Cyber Security
17%	Active Directory & IT
15%	Training & Professional Development

Note: The themes are ranked by their cumulative click-through rate (cCTR), which aggregates the click-through rates from all instances where the theme appeared, reflecting the overall user engagement with these topics.

FY24 EMAIL FEATURES

ADDED A SORT BY DATE FILTER TO HELP ADMINS FIND RECENTLY CREATED EMAILS

DON'T WANT EMAILS ACTIVATED AUTOMATICALLY?
DISABLE NEW TEMPLATES UNDER 'ZONE INFO'

ADDED THEMES TO EMAILS TO ALLOW FOR CONSISTENT REPORTING AND BEHAVIOURAL INSIGHTS

C-Suite & Leadership

Zone Info

General Information

Title *

Parent *
Global Zone

Cluster Head
Yes

Cluster Name
Global Zone

Cluster Management

Company Name

Company Name (Abv.)

Invoice Date
03/03/2020

Time Zone
Sydney (GMT +10:00) ⌄

☑ Anonymised Baseline

☐ Hide Baseline Segment

☐ Hide IP Address

☐ Disable New Shared Template To This Zone

INNOVATIVE LIQUID CODE

Liquid code allows for the manipulation of fields within an email. This means that even if two people get the same email, they will get a different email.

Why is this important?
Learners will receive the same structure of an email but the content will be automatically-manipulated and change to that specific learner. This means that our email library count is only indicative of the 'types' of emails that a learner can receive, as learners will receive different content each time.

IMPORTANT

Whilst our library includes 780+ emails, liquid code makes our library infinite in it's usability.

Scammers are already scraping and ingesting massive amounts of public information (your name, place of work etc.), then using it to make their attacks more personalised. Spear phishing is the new phishing!

1 well targeted attack is far more effective than 50 generic attempts.

NEW

Phriendly Phishing PODCASTS

BYTES

WITH BEC & BENJI

Explore the complicated world of cyber security as Bec and Benji delve into the trends of social engineering, phishing, Artificial Intelligence (AI), and Open Source Intelligence (OSINT) to name a few.
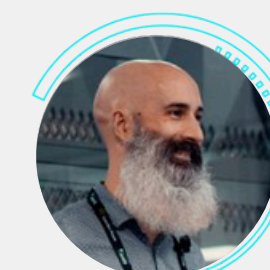
READ MORE

LAUNCHED

Episode 1

Social Proof in the Age of AI
Bring back stranger danger!

Episode 2

Legal Considerations of AI
Where do legal and security considerations meet?

Episode 3

Day in the life of an Ethical Hacker
How weak is 'security', really?

COMING SOON

Episode 4

Cyber Attacks & Digital Forensics Incident Response (DFIR)
How do you investigate a cyber crime?

Episode 5

Ransomware & Cyber Extortion
Don't panic and dismay. Think before you pay!

Episode 6

Misinformation vs Disinformation
Whose story are you really hearing?

Phriendly Phishing

TRUE CYBERCRIME

DARKNET CHRONICLES

COMING SOON

Visual storytelling involves conveying messages, emotions, narratives, and information in a manner that resonates deeply with viewers. Our minds are naturally attuned to interpreting and unraveling stories, extracting significance from their composition, plot, characters, allusions, and frame of mind.

Stay tuned as Phriendly Phishing is set to release a collection of true cybercrime episodes, using visual storytelling to vividly depict real-life cases.

FY25 LOADING...