Tailoring Lures to your Target Audience

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Professional Career
- 66,000+ Employees Globally
- Complex Organization
- Lead Phish Education Program
  Support Video Education Training

Goal of this Session
Understand that a one-size-fits-all solution doesn’t always provide the most effective results.
Learn how people tick within your organization.
Analyzing your Organization
Back to basics

1. Department
- Annual Plan

2. Role and Access
- Privilege Users
- Procurement
- Financial

3. Industry Standards*
- Manufacturing – 13.35%
- Information – 10.76%
- Retail – 10.66
- Healthcare – 10.26%

4. Language Barriers
- Low Responses
- Legally required

Know your Target Audience
Dive into their roles

One stop solutions doesn’t provide the most effective results. Learn about your employees’ roles.

1. Who do they interact with?
   - External
   - Internal

2. What type of the content do they receive?

3. Are there specific access levels?
Know your Target Audience
Language Barriers

Regional / Group CISO
Contact and discuss key results. Learn about their stakeholders and suggest offering a translated lure.

Open Email Count
Analyze results from previous campaigns and look for low open email counts.

Track Results
Compare results from previous campaign.
Captured Threats
Best lures are within your organization

Incident Response (IR) / SOC
- Contact the IR team and request a number of captured threats
- Adjust as needed
- Track Results

Vendor’s Phishing Catalog
- Region
- Industry
- Active Threats
- Motivator
Tailoring Lures to your Target Audience
Lessoned Learned

01
- Annual Plan
- Types of access
- Industry Standard

02
- Who do they interact with?
- What content do they receive?

03
- Analyze Results
- Engage your CISO
- Are translations necessary?

04
- Incident Response / SOC Team

Analyzing your Organization

Dive into their Roles

Language Barriers

Captured Threats