

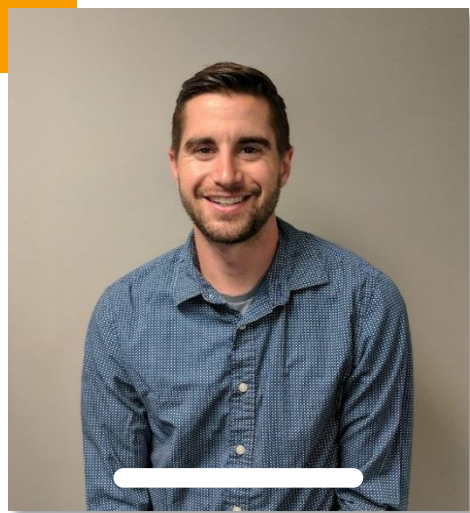
Tailoring Lures to your Target Audience

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Securing the Human Summit 2017

About Me



Ryan Cadwalader
Information Security
Awareness Analyst

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

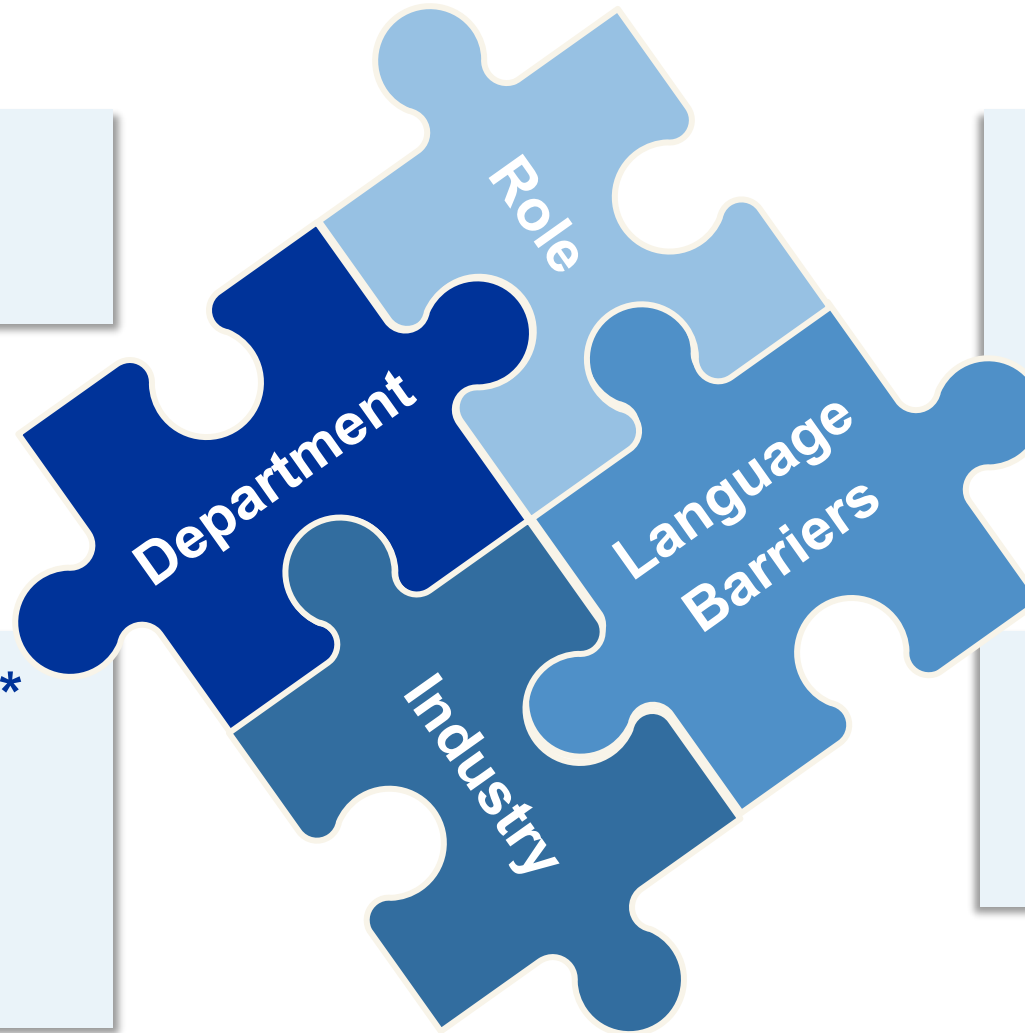
- Privilege Users
- Procurement
- Financial

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

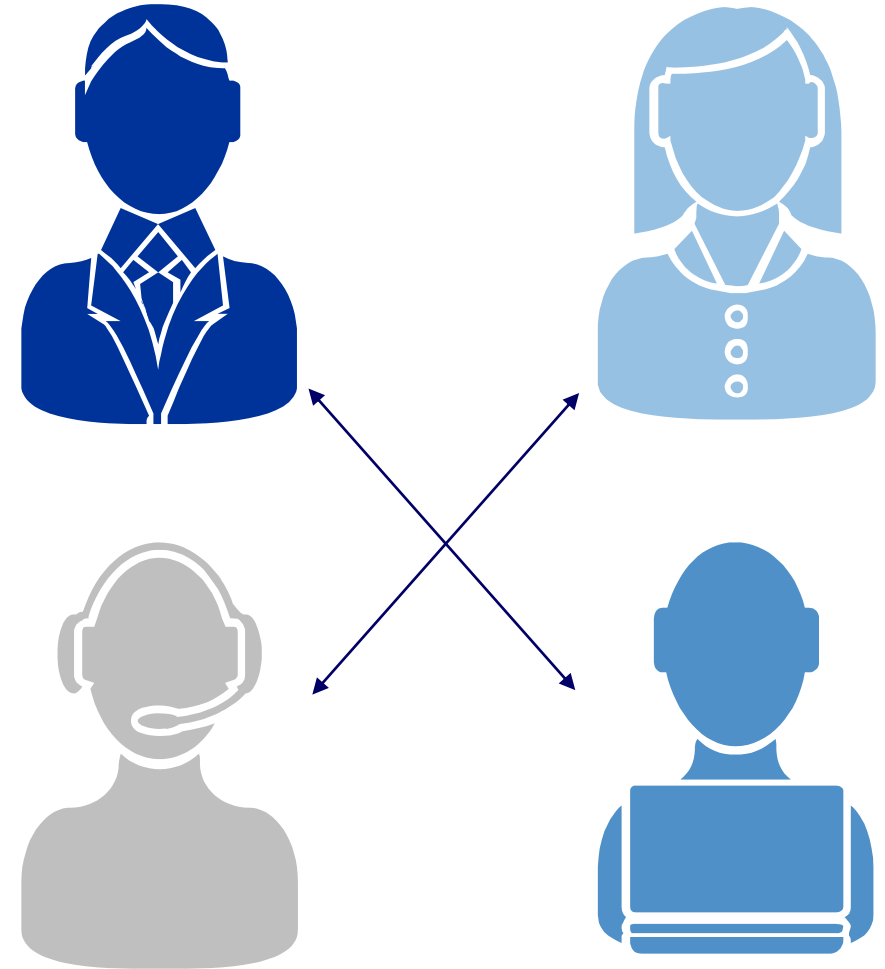
One stop solutions doesn't provide the most effective results. Learn about your employees' roles.

1. Who do they interact with?

- External
- Internal

2. What type of the content do they receive?

3. Are there specific access levels?

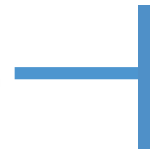


Know your Target Audience

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.

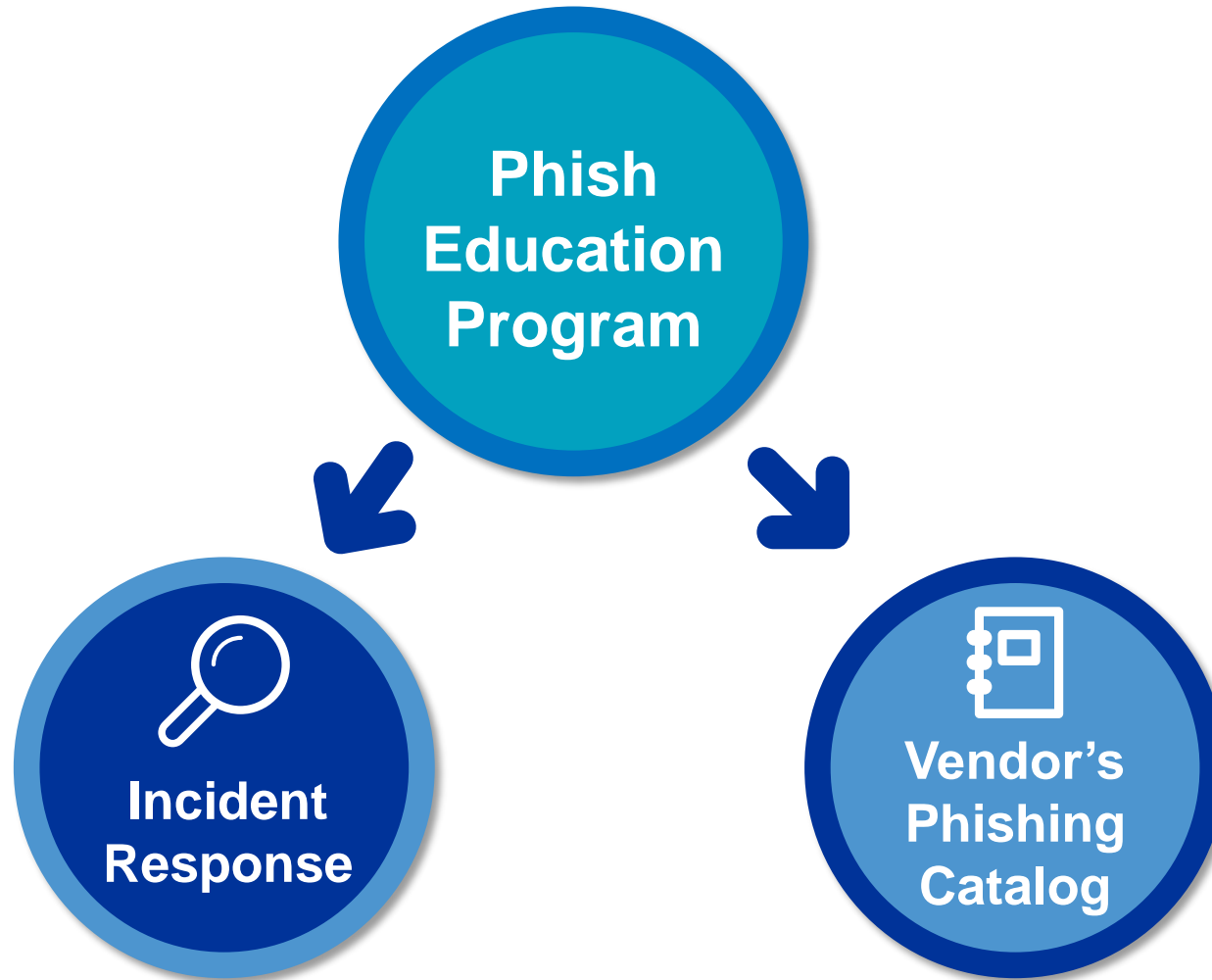


Track Results

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

**Analyzing
your
Organization**

02

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

**Dive into their
Roles**

03

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

**Language
Barriers**

04

- Incident Response / SOC Team

**Captured
Threats**