

# ADVANCED THREATS: TRENDS AND TARGETS

See how advanced threats are trending, who they're targeting and exactly how effective they can be.

## THE HARD HITTING FACTS



**2/3**  
OF LARGE ORGANISATIONS HAVE REPORTED BEING ATTACKED



**1/3**  
ADMIT THEY HAVE BEEN BREACHED



**70%**  
OF SPEAR PHISHING EMAILS ARE OPENED



AND IN AN ATTACK JUST **10 EMAILS** ARE NEEDED TO GUARANTEE **ONE CLICK**

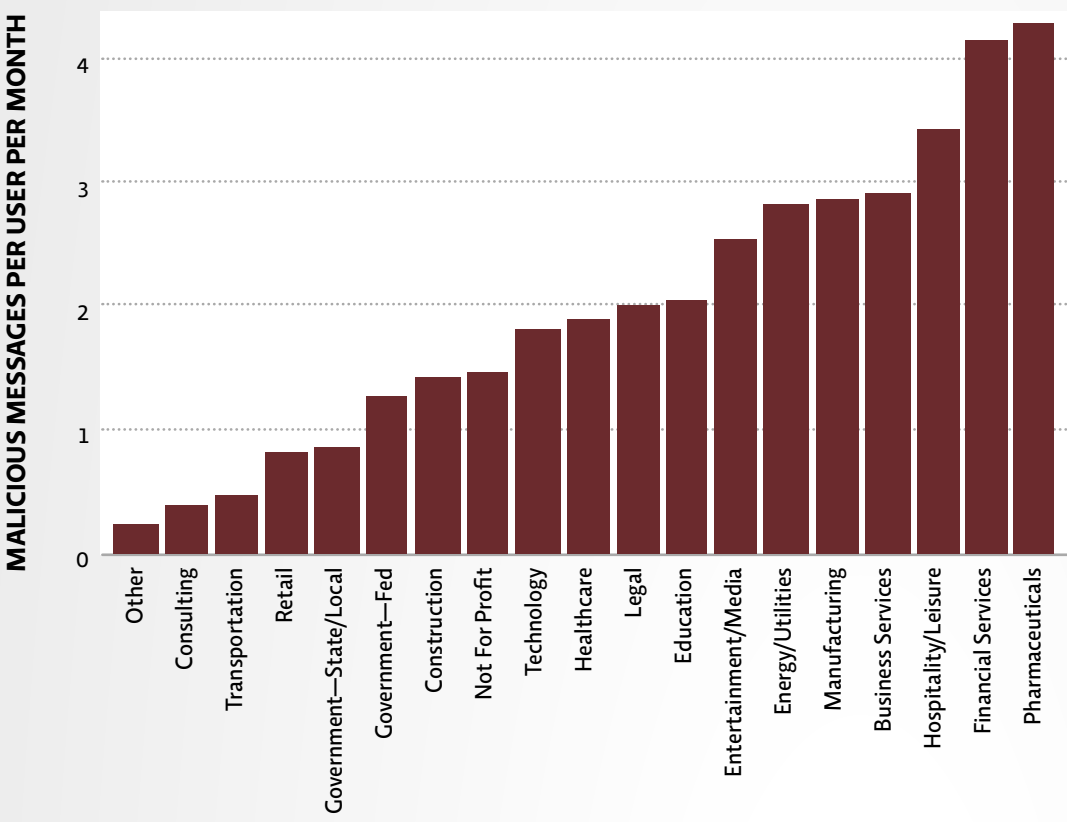


**91%**  
OF ALL ATTACKS ARE ATTRIBUTABLE TO SPEAR PHISHING



**95%**  
OF CYBER ESPIONAGE ATTACKS START WITH A SPEAR PHISH

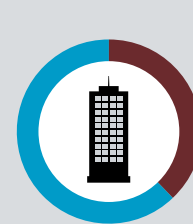
## WHAT INDUSTRIES AND SIZE OF COMPANY ARE BEING ATTACKED?



Figures have been indexed. Scale 1 to 10.

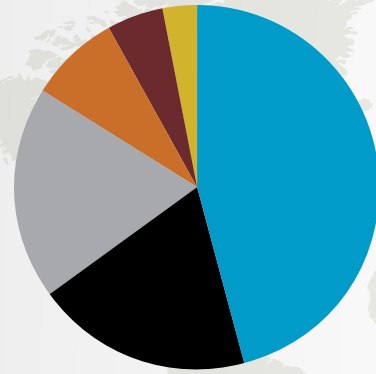
**TOP ATTACKED INDUSTRIES:**

- Pharmaceuticals
- Financial Services
- Hospitality & Leisure



**38%**  
OF BREACHES AFFECTED LARGE ORGANISATIONS

## WHICH COUNTRIES ARE BEING ATTACKED?



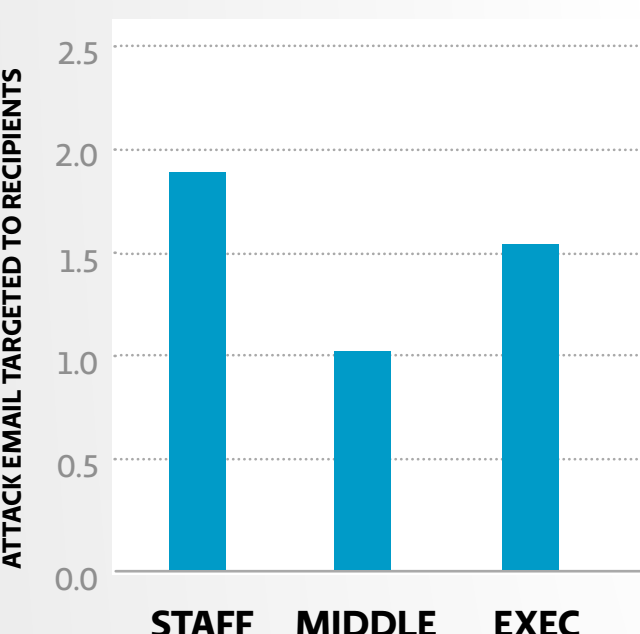
- UNITED STATES 46%
- UNITED KINGDOM 19%
- OTHER COUNTRIES 19%
- INDIA 8%
- CANADA 5%
- SOUTH AFRICA 3%

UK COMPANIES WERE THE VICTIMS OF **NEARLY 20%** OF ALL PHISHING ATTACKS LAST YEAR

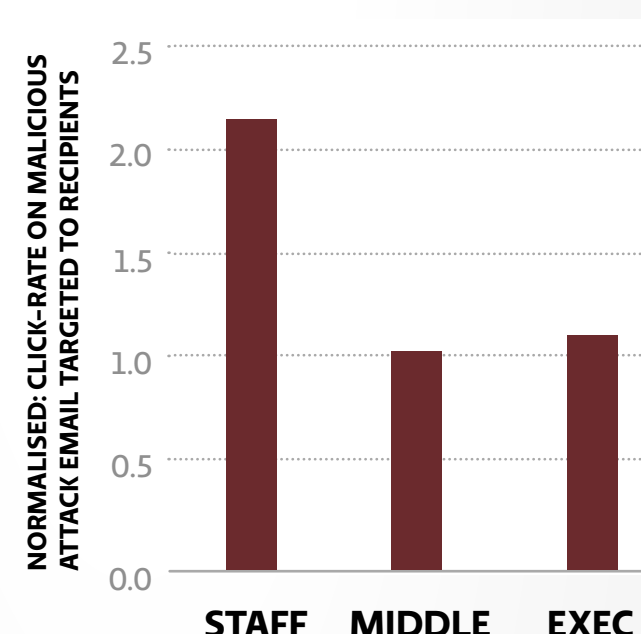
HOWEVER OTHER RESEARCH INDICATES THAT GERMAN AND FRENCH COMPANIES WERE AS LIKELY TO BE TARGETED AS THOSE FROM THE UK

## WHO ARE THEY TARGETING?

**TARGETS**

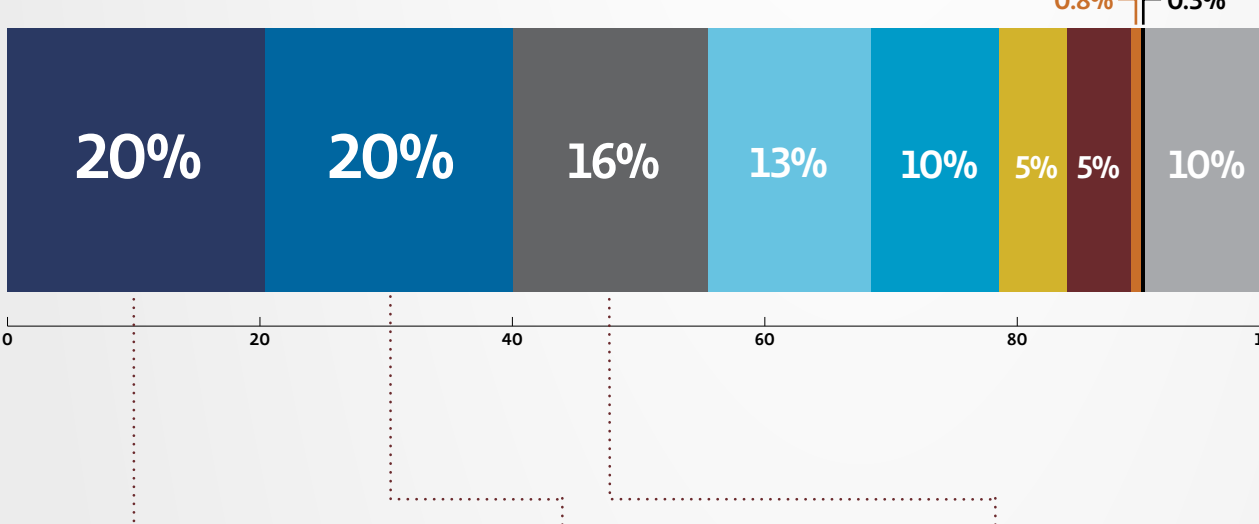


**CLICKS**




STAFF ARE TWICE AS LIKELY TO BE TARGETED THAN EXECUTIVES, AND ARE TWICE AS LIKELY TO CLICK

## HOW DO THEY GENERATE CLICKS?

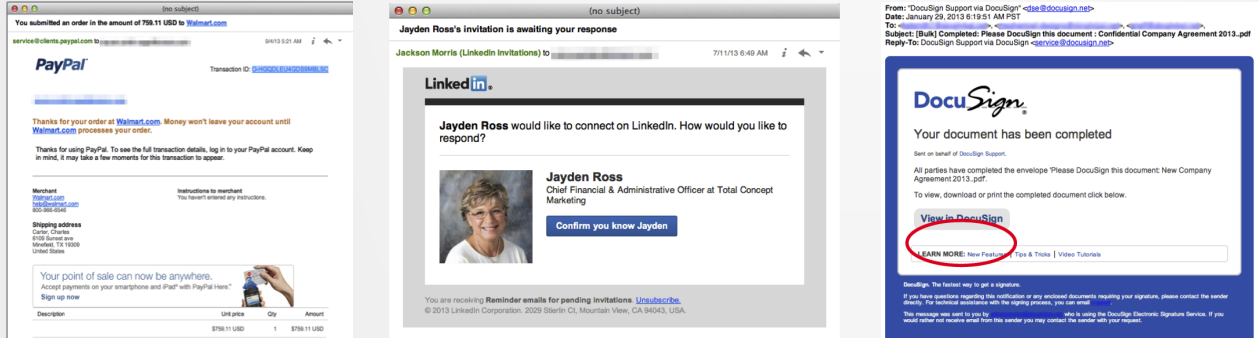


**ATTACK ALIASES:**

- PAYMENT/SHOPS/ CONFIRMATIONS/INVOICES
- SOCIAL NETWORKS
- SCANNER/FAX
- PARCEL SERVICES
- FINANCIAL INSTITUTIONS
- GOVERNMENTAL ORGANISATIONS
- NONPROFIT ORGANISATIONS
- CREDIT CARDS
- AUCTIONS
- OTHER



**20%**  
OF CLICKS ON MALICIOUS URLS HAPPEN OFF-NETWORK, BYPASSING TRADITIONAL CONTROLS



## SEE THE TOP 10 AND DISCOVER HOW TO IDENTIFY THESE THREATS IN YOUR OWN MAIL FLOW >

## HAS YOUR PROTECTION GOT YOU COVERED?

Spear Phishing and its derivatives of Longluring and Watering Hole attacks are much more targeted, more malicious and much less visible to organisations than generic mass phishing attacks. Demand more comprehensive advanced threat protection:

- Next-generation detection of sophisticated attacks and advanced exploits
- Predictive defence to block malicious URLs before users can click
- 'Follow-me' protection on and off the corporate network
- End-to-end insight into targets, methods and potential exposures

## TALK TO US ABOUT HOW WE DETECT MORE ATTACKS AND PROTECT MORE USERS IN MORE PLACES THAN COMPETING OFFERINGS >