



# 2024

## A year in review





# WHAT'S NEW...

## 46 New Courses

46 new courses created, taking our course library to **198** courses.

Cyber threats are evolving, and our new courses educate learners on the latest strategies used by cybercriminals to effectively address emerging attacks.

We also increased our offering of courses aligned with government regulations to help learners become aware and comply with cybersecurity standards, avoiding legal issues and protecting sensitive information.

## 338 New Emails

338 new base email templates created, taking our email library to **988** base emails.

Note: Whilst our library includes 988 base email templates, liquid code makes our library infinite in it's usability.

Our phishing simulations proactively enhance cybersecurity by empowering learners on responding to threats. The Email Template Library, developed from industry research, aims to educate about email scams and support prevention.

In 2024, we improved our email simulations by adding a QR code feature, 16 new domains, and a broader range of branded phishing emails.

## 12 New Podcasts

NEW

In 2024, we embarked on a mission to take a deeper dive into cybersecurity topics. We launched a platform for podcasts that share thought-provoking discussions in the form of casual conversations.

We partnered with industry professionals with deep-domain expertise to unravel trends and tactics in the threat landscape.

CHECK IT OUT



# COURSES





# 2024 **NEW** COURSES



**Secure Online Shopping**



**Catfishing**



**Ransomware Tactics**



**Understanding GenAI**



**Safe Use of GenAI**



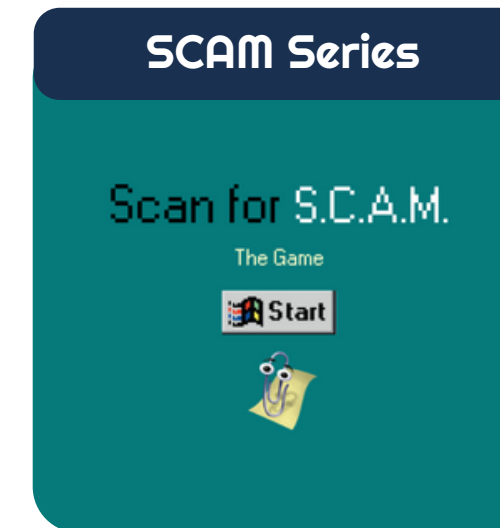
**Misinformation & Disinformation**



**Understanding Malware**



**Fraud Fundamentals (NZ)**



**SCAM Game**



**Adaptive Scan for SCAM**



# 2024 **NEW** COURSES

WCAG Uplift



**Bring Your Own  
Device**

WCAG Uplift



**NZ Privacy Act**

WCAG Uplift



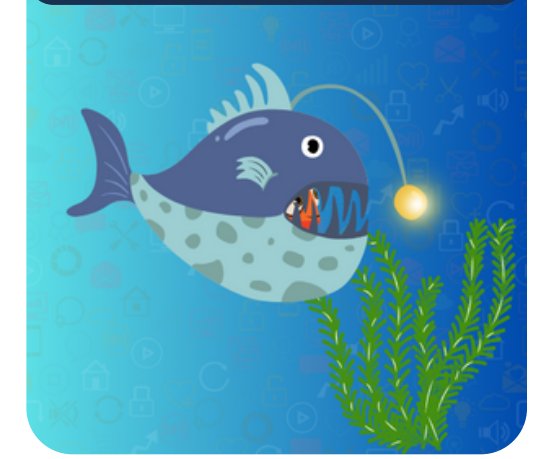
**Payment Card  
Industry DSS**

WCAG Uplift



**Secure by Design**

Phishing Evolution



**Angler Phishing**

CyberEdu



**Phishing: Teen  
Edition**

CyberEdu



**Smishing: Teen  
Edition**

CyberEdu



**Vishing: Teen  
Edition**

CyberRetail



**Scan for SCAM:  
Retail Edition**



# 2024 **NEW** COURSES

CyberIT



**OWASP Overview**

CyberIT



**OWASP Broken  
Access Control**

CyberIT



**OWASP  
Cryptographic  
Failures**

CyberIT



**OWASP Injection**

CyberIT



**OWASP Insecure Design**

CyberIT



**OWASP Security  
Misconfiguration**

CyberIT



**OWASP Vulnerable  
& Outdated  
Components**

CyberIT



**OWASP Identification &  
Authentication Failures**

CyberIT



**OWASP Software &  
Data Integrity Failures**

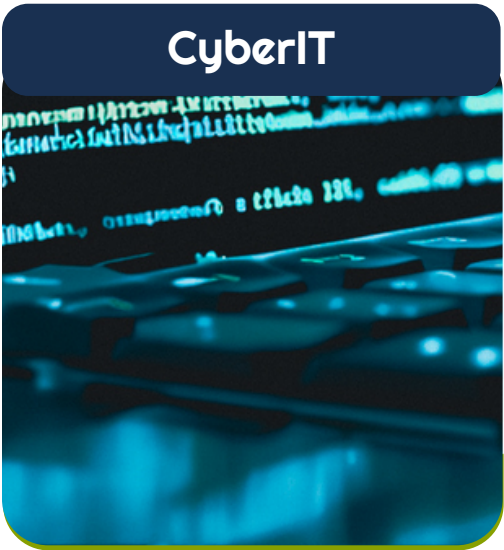
CyberIT



**OWASP Security Logging &  
Monitoring Failures**



2024 NEW COURSES



OWASP Server-Side Request Forgery



Introduction to Cloud Computing



Cloud Computing (Intermediate)



Ransomware Controls



Understanding the PSPF



PSPF: Security Governance



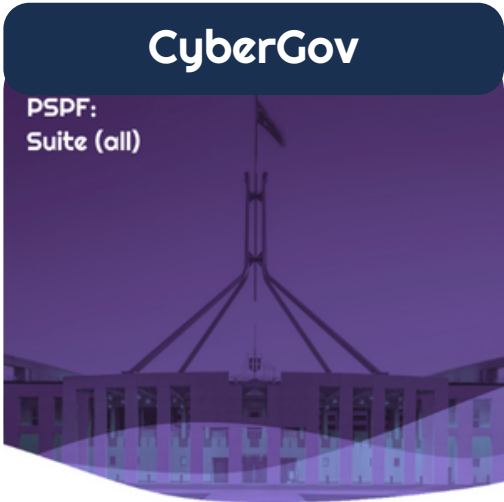
PSPF: Information Security



PSPF: Personnel Security



PSPF: Physical Security



PSPF: Full Suite



# 2024 **NEW** COURSES



**Fraud Controls**



**NZ Fraud Controls**



**NSW Privacy &  
Personal Information  
Protection Act**



**The Victorian  
Privacy & Data  
Protection Act**



**The Victorian Protective  
Data Security Standards**



**Safeguarding Australian  
Research against Foreign  
Interference**



**Understanding the  
UK-GDPR**



**EMAILS**





# 2024 SIMULATED PHISHING EMAILS



## ADDED NEW QR CODE FEATURE TO EMAILS

To increase sophistication of emails and help learners recognise and respond to these threats in a realistic context



## ADDED 16 NEW DOMAINS TO EMAIL LIBRARY

To continue challenging learners with real-world scam scenarios.



## ADDED THEMES TO EMAILS

To allow for consistent reporting and behavioural insights



**WE CREATED 338 EMAILS IN 2024, TAKING OUR EMAIL LIBRARY TO 988\***

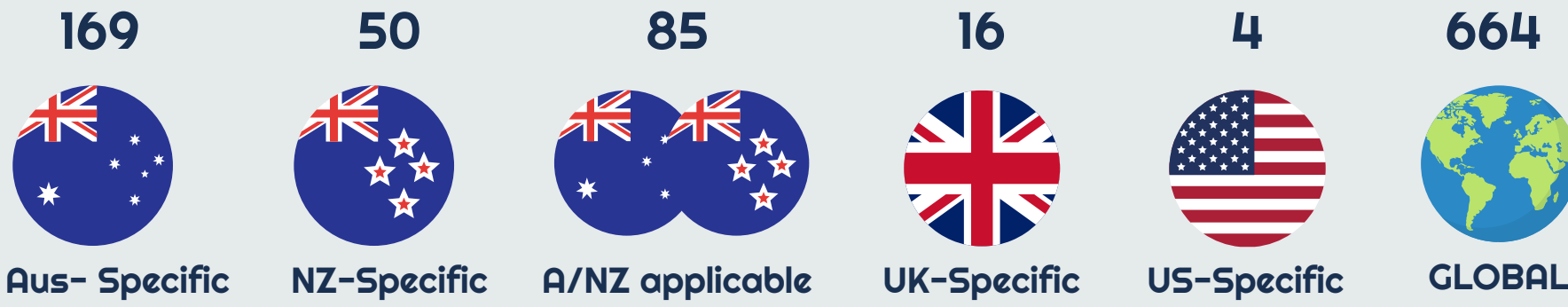
338 emails created in 2024, taking our email library from 650 emails (in 2023) to 988\* in 2024.

Of these 338 new emails, there are:

- 218+ new branded emails
- 120+ new unbranded emails



## EMAILS PER LOCALE



## INNOVATIVE DYNAMIC VARIABLES NOTE\*

Our dynamic email template personalisation allows for highly tailored simulated phishing emails. By leveraging intelligent markup language, we can dynamically insert recipient details, generate contextually relevant email content, create multiple unique email variants from a single template, and adapt messaging based on recipient attributes. Key benefits include increased engagement, enhanced training relevance, improved complexity, and efficient content generation, leading to impactful cybersecurity awareness programs that resonate with employees across diverse organisational environments.

**WHILST OUR LIBRARY INCLUDES 988 BASE EMAIL TEMPLATES, DYNAMIC VARIABLES MAKES OUR LIBRARY INFINITE IN ITS USABILITY.**



# 2024 SIMULATED PHISHING EMAILS

OUR NEW FEATURES HAVE IMPROVED EMAIL SOPHISTICATION, LEADING TO A HIGHER CTR IN 2024.

2024

IMPACT  
OF (NEW)  
EMAILS



**7%**  
increase

in CTR average, from 23%  
in 2023 to **30%** in 2024



**9%**  
increase

in CTR average, from 15%  
in 2023 to **24%** in 2024



**14%**  
increase

in CTR average, from 18%  
in 2023 to **32%** in 2024



**17%**  
increase

in CTR average, from 19%  
in 2023 to **36%** in 2024

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**BASELINE**

**EASY**

**MEDIUM**

**ADV**

RISK  
ESTIMATE



**1 in 3**

people engaged with  
**baseline** phishing emails



**1 in 4**

people engaged with  
**easy** phishing emails



**1 in 3**

people engaged with  
**medium** phishing emails



**1 in 3**

people engaged with  
**advanced** phishing emails

OVERALL

IMPACT  
OF (ALL)  
EMAILS



**4%**  
increase

in CTR average, from 22%  
in 2023 to **26%** in 2024



**3%**  
increase

in CTR average, from 13%  
in 2023 to **16%** in 2024



**5%**  
increase

in CTR average, from 17%  
in 2023 to **22%** in 2024



**8%**  
increase

in CTR average, from 19%  
in 2023 to **27%** in 2024

.....

**BASELINE**

**EASY**

**MEDIUM**

**ADV**

RISK  
ESTIMATE



**1 in 4**

people engaged with  
**baseline** phishing emails



**1 in 6**

people engaged with  
**easy** phishing emails



**1 in 5**

people engaged with  
**medium** phishing emails



**1 in 4**

people engaged with  
**advanced** phishing emails



# 2024 TOP CLICKED EMAILS



Branded

Unbranded

## TOP 10 CLICKED EMAIL SUBJECTS (OVERALL):


1	Office of Taxation - Requirements in Australia
2	Google Drive: Folder shared with you
3	Microsoft You have upcoming tasks due
4	Someone shared "Performance Review" (QR)
5	Google: Security alert: Sign-in attempt blocked.
6	LinkedIn Invitation
7	HR: Vacation Policy Update
8	GrabASeat / AirNZ - Flights up for grabs (NZ)
9	Microsoft Renewed Subscription
10	TechSmith Gift Card

## TOP 10 CLICKED EMAIL SUBJECTS (1000+ SENDS):

1	You've Received Employee Recognition
2	Microsoft Password Reset (Unbranded)
3	Uber: Exclusive Uber Deal (Unbranded)
4	WeMoney: Your data sharing expires in 2 days
5	Google Wallet: Your card has been added
6	Google: You now have Gemini Advanced
7	C-Suite: Legal Action Alert
8	ASUS: ASUS Account connected
9	Abnormal remote login attempt
10	Bitwarden: Update to strengthen your account

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:
26%	Alerts & Notifications
22%	Documents, Files & Resources
24%	Human Resources & Workplace Culture
22%	Banking Finance & Payments
25%	Documents, Files & Resources

 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.



# PODCASTS





NEW

Phriendly  
Phishing

BYTES







PODCASTS



**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?

*Guest: Chris Sibree, Head of Legal CyberCX*



**Episode 3**

**Day in the Life of an Ethical Hacker**

How weak is your security really?

*Guest: Liam O'Shannessy, Security Testing & Assurance (STA), CyberCX*



**Episode 4**

**Cyber Attacks and Digital Forensics Incident Response (DFIR)**

How do you investigate a cyber crime?

*Guest: Nick Klein, Executive Director Cyber Resilience, CyberCX*



**Episode 5**

**Ransomware & Cyber Extortion**

Don't panic and dismay. Think before you pay!

*Guest: Alastair MacGibbon, Chief Strategy Officer, CyberCX*



**Episode 6**

**Accessibility in Cyber Security**

How do you transform Compliance to Culture?

*Guest: Lisa Vincent, Founder & CEO HowToo*



NEW

 **Phriendly  
Phishing**

# BYTES







PODCASTS



Episode 7

**Increasing Threat of  
Cyber Warfare**  
How is cyber-warfare changing  
conflicts?

*Guest: Katherine Mansted,  
Executive Director  
Cyber Intelligence,  
CyberCX*



Episode 8

**Turning a Vision into  
Reality:**  
Lessons from Building a  
Grassroots Cyber Security  
Organisation

*Guest: Jacqui Loustau, Executive  
Director of the AWSN*



Episode 9

**Why You Need Cyber  
Security Awareness  
Month**



Episode 10

**Futureproofing a  
Profession**  
Intellectual property in an AI  
equipped digital age

*Guest: Dr Mitchell Adams,  
Director of Swinburne Law School*



Episode 11

**Cyber Security's Place in  
Society: A Shared  
Responsibility**  
United in Knowledge, Stronger in  
Security.

*Guest: Nikki Peever, CAUDIT and  
Claire Wilson, The University  
of Queensland*



Episode 12

**Navigating the Data  
Breach Epidemic**  
What are the consequences of  
'being pwned'?

*Guest: Troy Hunt, Founder & CEO  
haveibeenpwned.com*





TRUE CYBERCRIME

# DARKNET CHRONICLES

COMING SOON



✳️ Unmasking the Dark Side: A New Digital Storytelling Experience ✳️

The world of cybercrime is more intricate and dangerous than ever before—but what if you could walk through it, step by step, as clues are pieced together to solve the most chilling real-life cases?

Phriendly Phishing is set to release a collection of true cybercrime episodes: **The Darknet Chronicles**, a groundbreaking series that takes you inside the investigation of true cybercrimes. From hacking syndicates to identity theft rings, our gripping episodes tell the stories of high-stakes cases. Stay tuned!





2025 LOADING...

