

INCREASE USER ENGAGEMENT IN PHISHING SIMULATIONS



BUSINESS CHALLENGE

Before you can educate users through your phishing awareness program, you first need to engage them. That's easier said than done. When employees return to their inboxes after a period of inactivity—when they're at lunch, on the road, or home in bed—they may miss a simulated phish you sent hours before. Moreover, inline email controls will sometimes block your messages. So how do you engage the people you depend on to recognize real attacks that evade your secure email gateway (SEG)?

SOLUTION: RESPONSIVE DELIVERY

The Responsive Delivery feature in Cofense PhishMe helps in two ways. First, Responsive Delivery sends phishing simulations ONLY when a user is active in email, increasing the odds he or she will notice and engage. Second, Responsive Delivery sends simulations directly to email clients (MS Exchange and O365)—no whitelisting needed. The result is higher engagement and more effective education. This device-agnostic feature is included in Cofense PhishMe at no extra cost. To activate, simply submit a request to Cofense TOC.

22% EMAIL REPORTING INCREASE

Across all customers using Responsive Delivery



BEFORE RESPONSIVE DELIVERY



WITH RESPONSIVE DELIVERY



Source: Cofense Annual Phishing Report 2019

SOLUTION BENEFITS



Increase Engagement

Delivers simulations only when users are active in email leading to higher participation rates in simulation exercises



Eliminate Whitelisting

Delivers emails directly to email clients



Reach Your Global Workforce

Flexible scheduling makes it easy to reach employees in multiple time zones or shifts



Device Agnostic

Reach users on desktop and mobile devices



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Our reporting rate is now at 66%. We're thrilled.

VP OF IT SECURITY, FINANCIAL SERVICES COMPANY

ADDITIONAL BENEFITS



ACCURATELY TRACK YOUR PROGRAM'S PROGRESS

With higher engagement, you get a more accurate picture of your users' phishing readiness, across departments and all the way up to senior management.



PREPARE FOR REAL THREATS -- MISSED BY PERIMETER TECHNOLOGY

As attackers develop new delivery mechanisms and phishing techniques, they find new ways to slip past secure email gateways. Responsive Delivery drives higher user engagement, enabling more of your workforce to participate in simulation exercises and learn about the latest threats to your organization.



AUTOMATE YOUR PROGRAM END TO END

Beyond Responsive Delivery, other PhishMe capabilities use automation to streamline programs while delivering better results. From syncing email recipients to selecting phishing scenarios and tracking results, automation makes your program simpler and more effective. To learn more, view our Cofense PhishMe Automation solution brief.

