



# Ok, there's good news and there's bad news.

Financial Services and Phishing Defense



Cofense™ works with thousands of customers, including global financial companies, to strengthen phishing education, reporting, and response. What does our data tell us about FinServ and phishing defense? Remember, every phish reported below infiltrated gateway protection to land in the user inbox. **And these real phish are the real problem.**

Let's start with a bit of good news.



**Only 5.5% of user-reported emails contain malicious content.**

This data comes from the Cofense Phishing Defense Center (PDC), based on FinServ customers they protect. The monthly rate is lower than our cross-industries rate of 14.3% (1 in 7).

But...



**Don't celebrate yet... That could equal nearly 100 real threats per month.**

And not just real, but threats that made it past the email gateway. Say a FinServ organization has 5000 users:

**35% REPORT 1 SUSPICIOUS EMAIL PER MONTH.**



That's the average based on FinServ customers the Cofense PDC supports.

**EQUALING 1750 MONTHLY REPORTED EMAILS**



35% of 5000 = 1750

**5.5% OF 1750 = 96 REAL PHISHING THREATS**



Of course, it only takes 1 real phish to inflict a 6- or 7-figure toll.

**A higher reporting rate could mean close to 200 real phish.**

Some of our FinServ customers enjoy rates over 70%. Doing the same math as above, that's 198 real phish per month. Another fun number: across industries, Cofense finds that 53% of reported phish target credentials.

Source: Cofense State of Phishing Defense 2018

More good news

**By over 2 to 1, educated FinServ users are resilient to phishing.**

"Resilient" is defined as the ratio of users reporting emails in phishing simulations vs. those that fall susceptible. FinServ customers of Cofense PhishMe™, our phishing resiliency solution, achieved the following averages:



**11.20% Susceptibility Rate**

**11.20%**



**29.50% Reporting Rate**

**29.50%**



**2.63% Resiliency Rate**

**2.63%**

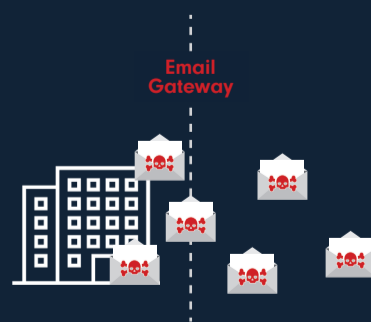
Across 15 industries Cofense tracks, this is the fourth highest rate behind only energy, insurance, and legal.

Source: Cofense State of Phishing Defense 2018

But...

**A bit more 'bad': 0% of reported phish are stopped by email gateways.**

Obviously, but it bears repeating. All the "real phish" stats above relate to threats that evade perimeter defenses and are live in FinServ environments.



Increase your phishing defense!

## LEARN MORE

Download the Cofense industry brief:

**"Where the Money Is: A Closer Look at Phishing Defense in Financial Services."**

