

THE STATE OF EMAIL FRAUD 2019

Email fraud is one of today's greatest cyber threats. These highly targeted email attacks use social engineering to exploit human nature rather than technology.

To better understand the scope of the problem, Proofpoint analyzed more than:

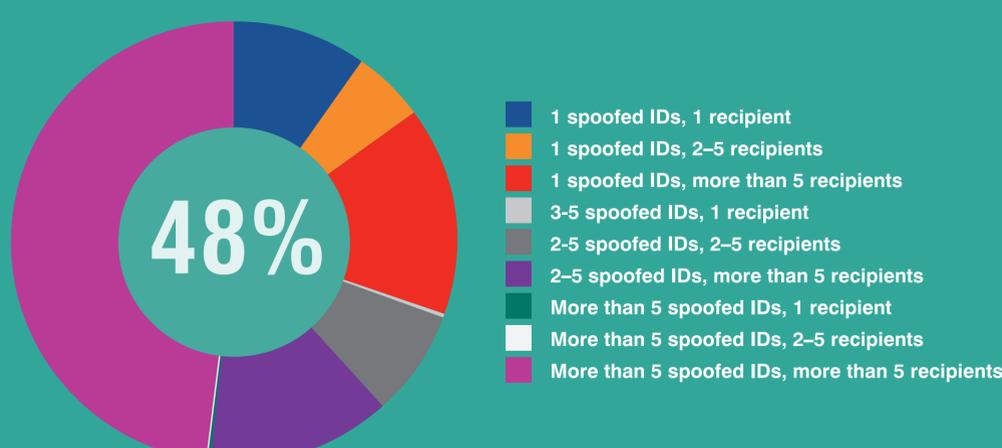


IMPOSTOR EMAIL CONTINUES TO SOAR

Attackers are targeting more organizations—and more often. On average, companies were targeted by impostor email attacks **120%** more frequently in Q1 2019 vs. Q1 2018.

Attackers are also assuming more false identities and targeting more people within each organization they attack.

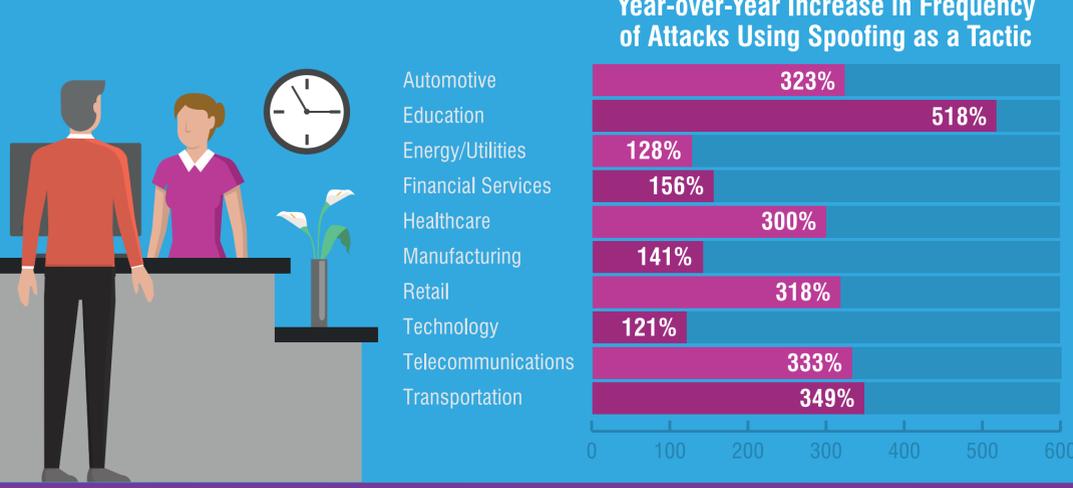
Number of Identities Spoofed to Number of People Targeted (per Organization)



In 2018, nearly half (48%) of all organizations had more than 5 unique identities spoofed and more than 5 unique people targeted by impostor email attacks.

IMPOSTOR EMAIL ATTACKS HIT EVERYONE

Impostor email attacks, and the fraud that often comes with them, affects companies of all sizes and in all industries around the globe. We continue to find no statistical correlation between an organization's size and how often they are targeted.



TOP IMPOSTOR EMAIL SUBJECT CATEGORIES

Wire-transfer fraud is the most common scam, but criminals are opportunistic. They use all kinds of subject lines to get attention. Subject headers such as "Urgent" or "Greeting" prey on human emotion.



In 2018, About one fourth of all spoofed emails used some form of "payment" in the subject header.

Subject lines such as "Payment," "Request," and "Urgent" appeared in 54.5% of emails that used spoofing, reflecting how often spoofing is used for wire-transfer fraud.

IDENTITY DECEPTION TACTICS

Lookalike Domains Attackers register lookalike domains to piggyback trusted entities and make sender domains and links appear valid. In 2018, about a fourth of all companies were targeted by at least one attack using a lookalike domain.



DMARC ADOPTION STATISTICS

DMARC is one of the most powerful and proactive weapons to fight email fraud. It can stop domain spoofing attacks that target an organization's employees, customers, or business partners.

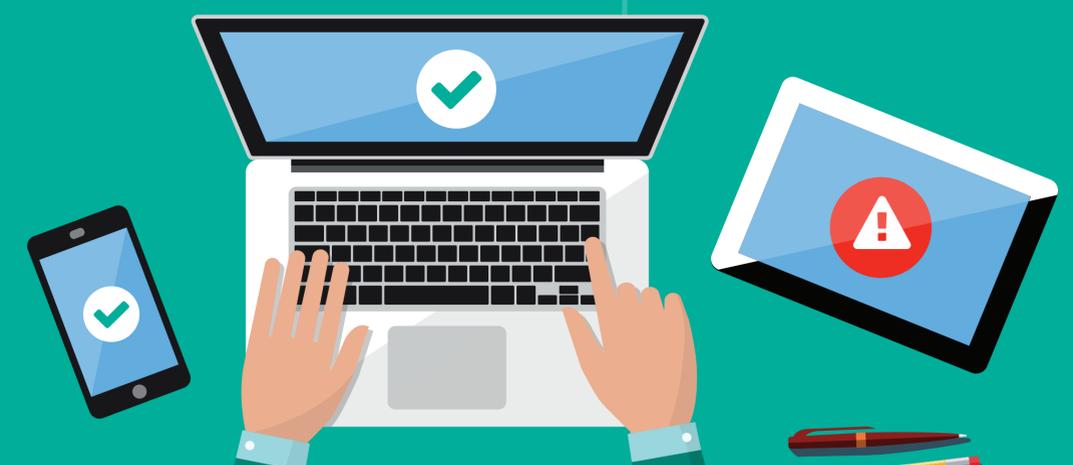
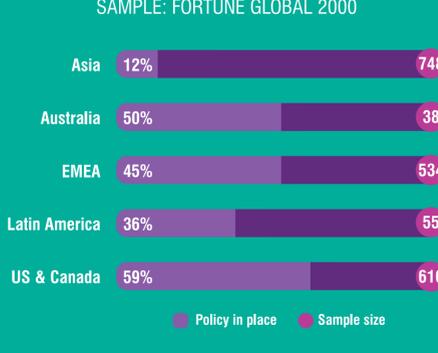


DMARC ADOPTION BY INDUSTRY

SAMPLE: FORTUNE GLOBAL 2000

Vertical	Sample Size	DMARC Adoption
Automotive	53	25%
Construction	56	25%
Energy/Utilities	151	42%
Financial Services	517	39%
Healthcare	30	57%
Insurance	49	41%
Manufacturing	200	36%
Pharmaceuticals	34	44%
Real Estate	59	19%
Retail	96	46%
Technology	92	64%
Telecommunications	47	34%
Transportation	63	38%

WORLDWIDE DMARC ADOPTION



LEARN MORE

www.proofpoint.com/us/products/email-fraud-defense