Phishing is a now a mature criminal enterprise with its own ecosystem and economics.

A THRIVING BUSINESS

2,064,053,300

Unique phishing threats appear each month.

2 Days

Mean lifespan of most phishing URLs.

20 Days or Less

Length of time 82% of mentioned phishing kits were active.

24 Hours

Median lifespan of URLs on top-level domains such as .gov, .iso, and .mil.

32%

of all breaches

78%

of cyber-espionage incidents*

Phishing plays a role in

2 Days

Phishing plays a role in

20 Days or Less

Phishing plays a role in

24 Hours

Phishing plays a role in

A THRIVING BUSINESS

LOW BARRIERS TO ENTRY

3 tools available in phishing kits or phishing-as-a-service packages:

1. Targeting features
2. Real-time tracking, analytics, and data collection
3. Exoneration assistance

Download the report to see more capabilities that criminals can buy on the darknet.

TESTED GO-TO-MARKET STRATEGIES

Generic Phishing

A mass attack on thousands of users

Spear Phishing

Highly targeted to a single person or group

Preying on Trust

Propagating attacks through people and places that victims know

PROFITABLE RESULTS

Some attacks seek information to be sold in bulk

- Financial records
- Streaming media accounts
- Restaurant accounts
- Travel accounts
- Retail rewards programs
- Anything with a dollar value to criminals

Some attacks have more target-specific purposes

- Obtain VPN credentials
- Plant malware
- Access documents or contacts
- Input chop-chop transfers

Personally identifiable information (PII) can be sold in identity theft scams. Prices can depend on credit rating, location, and more.

DON’T GET CAUGHT.

CATCH THE COMPLETE INDUSTRY REPORT.

Learn more about new developments in phishing and how to protect your brand, business, and yourself.

State of the Internet / Security Volume 5, Issue 5 Phishing – Baiting the Hook

* 2019 Akamai Threat Intelligence Report's Version. May 2019

* State of the Internet / Security Volume 5, Issue 5 Phishing – Baiting the Hook

** Akamai services and delivers digital experiences for the world's largest companies. Akamai’s solutions ensure that your website content, mobile apps, and online transactions are available, fast, and secure. Top brands globally rely on Akamai to help them stay ahead of the curve by delivering phishing protection and phishing mitigation through quick, real-time actions that defend the presence of fake thank you pages, stolen account IDs, and other phishing methods that could damage your brand. Akamai’s phishing protection technology uses a combination of machine learning, data analytics, and other security techniques to ensure that your website is protected from phishing attacks. To learn more, read our phishing insights report, which can be found in our phishing protection solution. You can find our global contact information at www.akamai.com/locations.

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