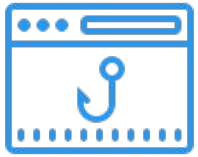
Anatomy of a **Phish**

DNSFilter

Today's Agenda



What is phishing?

Impact & A Deeper Look

Mitigation Techniques

Anatomy of a Phish

What is phishing?

Phishing is...

*When someone sends an email that impersonates **a trusted party** (such as a bank, credit card company, insurance company) so that you give up **sensitive** Information.*

Spear phishing is...

When someone targets a specific organization or group of users.

Anatomy of a Phish

Attacks in Contrast

Virus

Revenge, Ransom, Stealth

Information Gathering

Man-in-the-Middle

Denial of Service

Competition, Hacktivism, Precursor

PII Theft

Phishing

Anatomy of a Phish

Email is Vulnerable

Distribution

92.4% of malware is distributed via email

Open Rates

30% of phishing messages are opened

Click Rates

12% of phishing message links are clicked

Easy Target

Email is the easiest way to deploy malware

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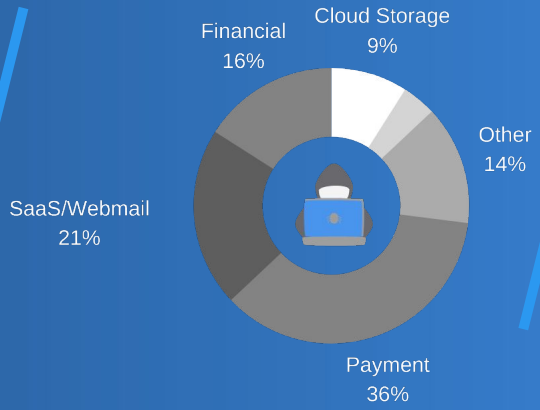
Phishing Statistics

35% of
Phishing Sites
Use Valid SSL

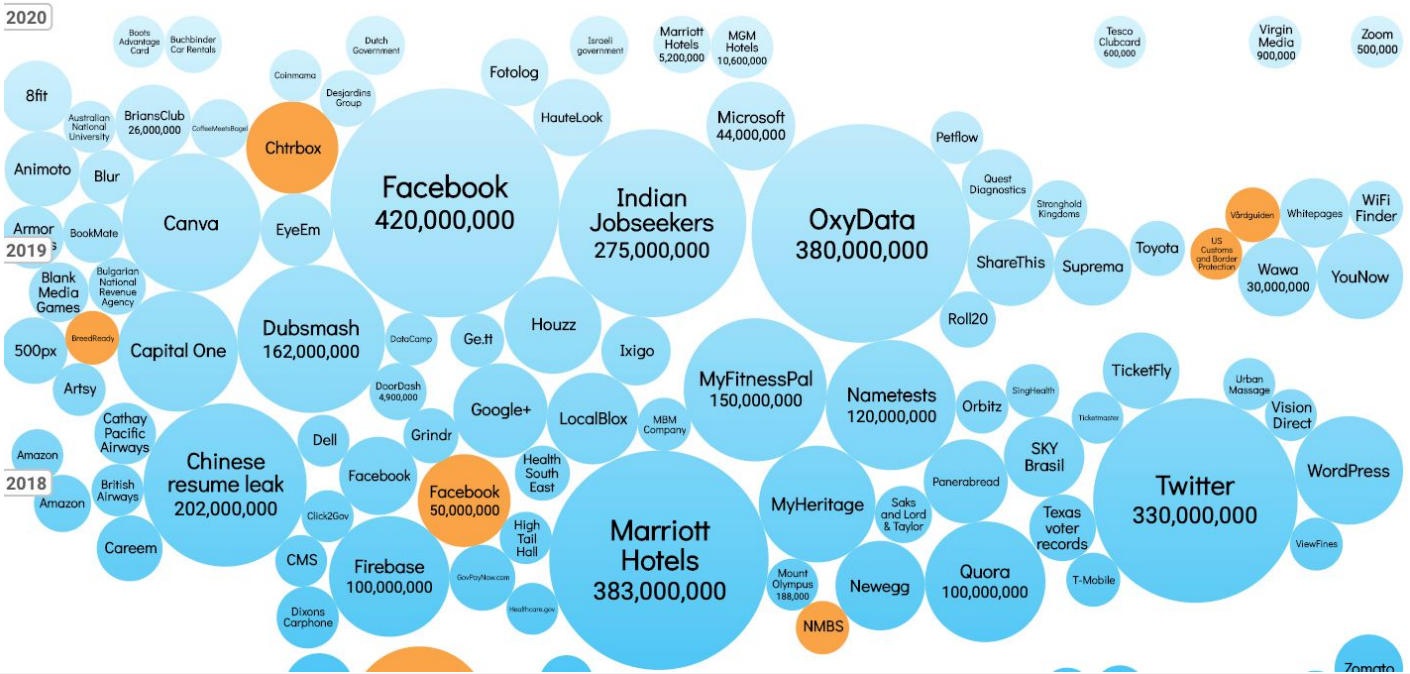
Targeting



43% of
Breaches use
PHISHING

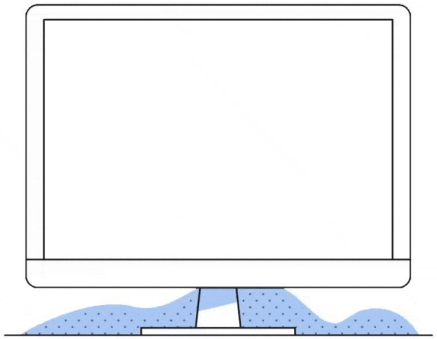
Anatomy of a Phish

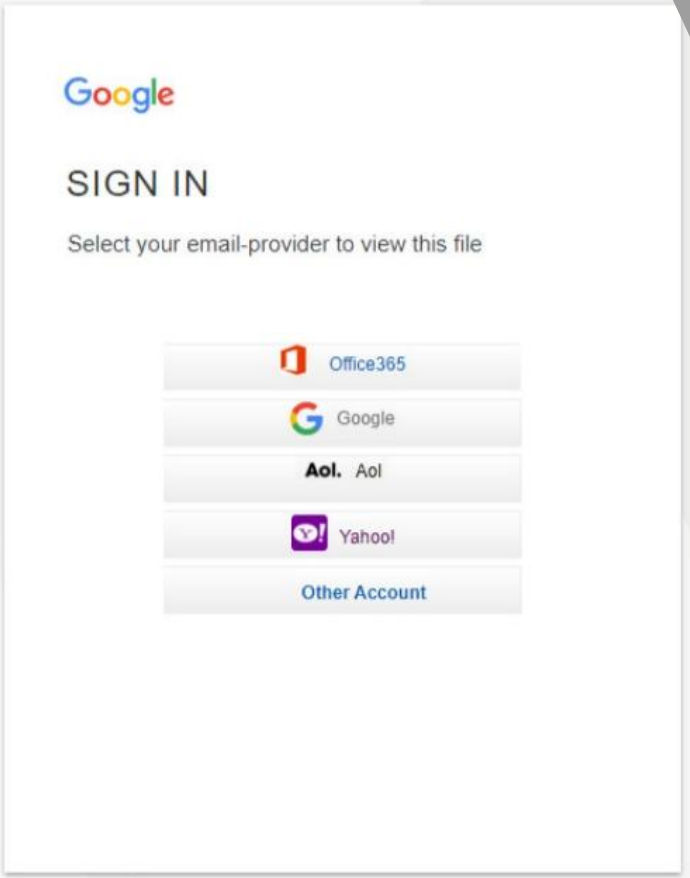
World's Biggest Data Breaches



Anatomy of a Phish

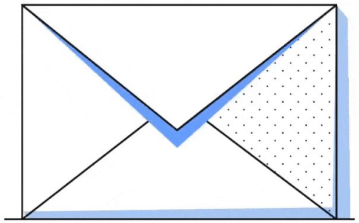
Phishing Preparation: The Website




Google
SIGN IN
Select your email-provider to view this file
Office365
Google
Aol. Aol
Yahoo!
Other Account
English (United States)
Help
Privacy
Terms

Anatomy of a Phish

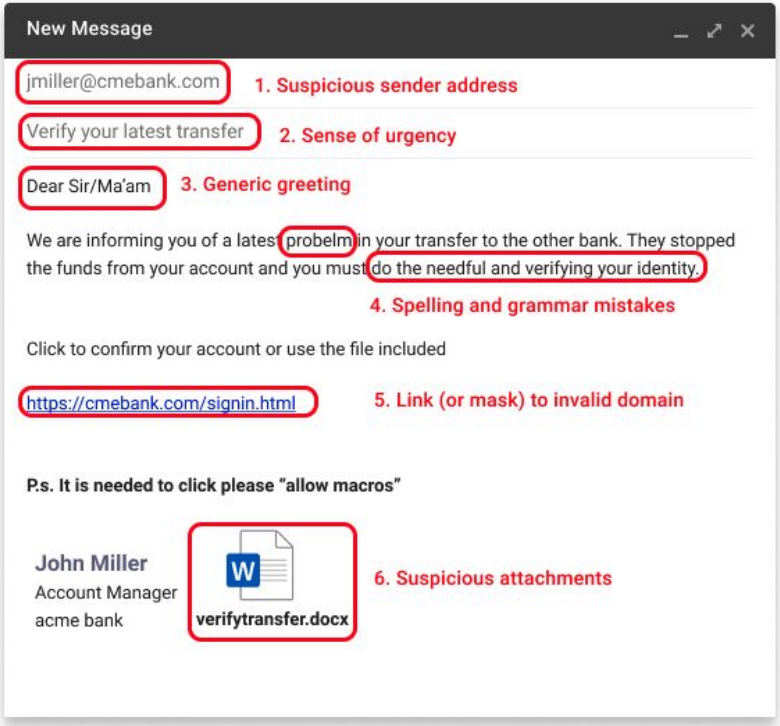
Phishing Preparation:
The Email



Anatomy of a Phish

Phishing Emails

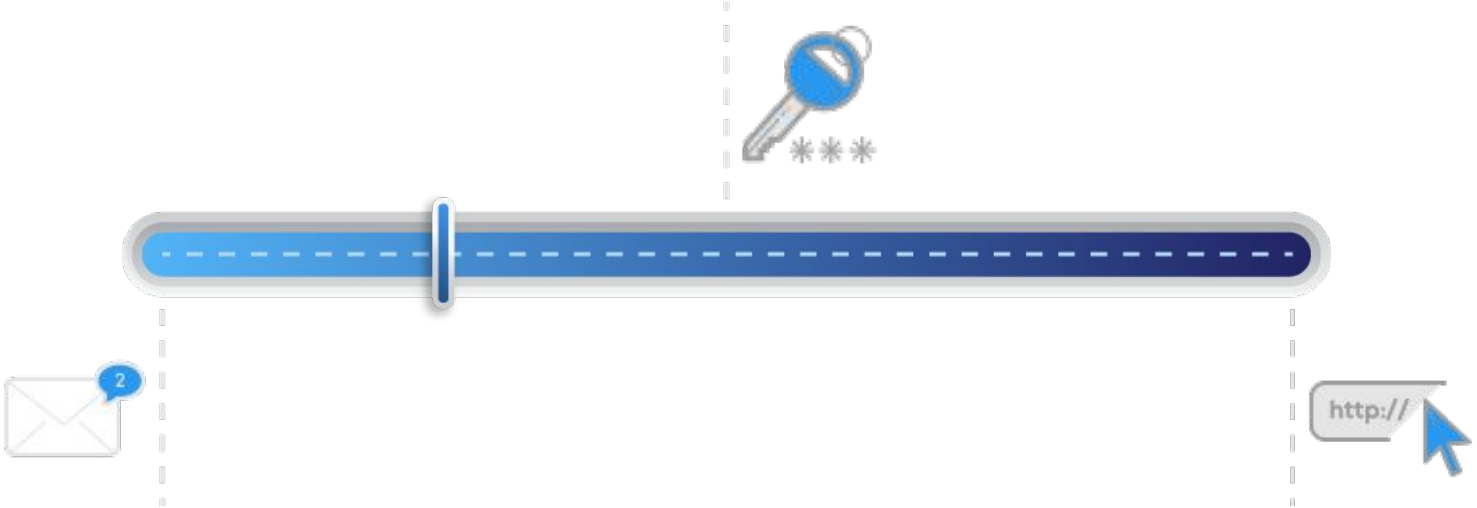
- Transactional emails
- Newsletters



Anatomy of a Phish

Attack Timeline

User Gives Information



Email Package Sent

User Redirected

Today's Agenda

What is phishing?

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Mitigation Techniques

Anatomy of a Phish

How To Mitigate

Things you can do...

Training

Password Managers

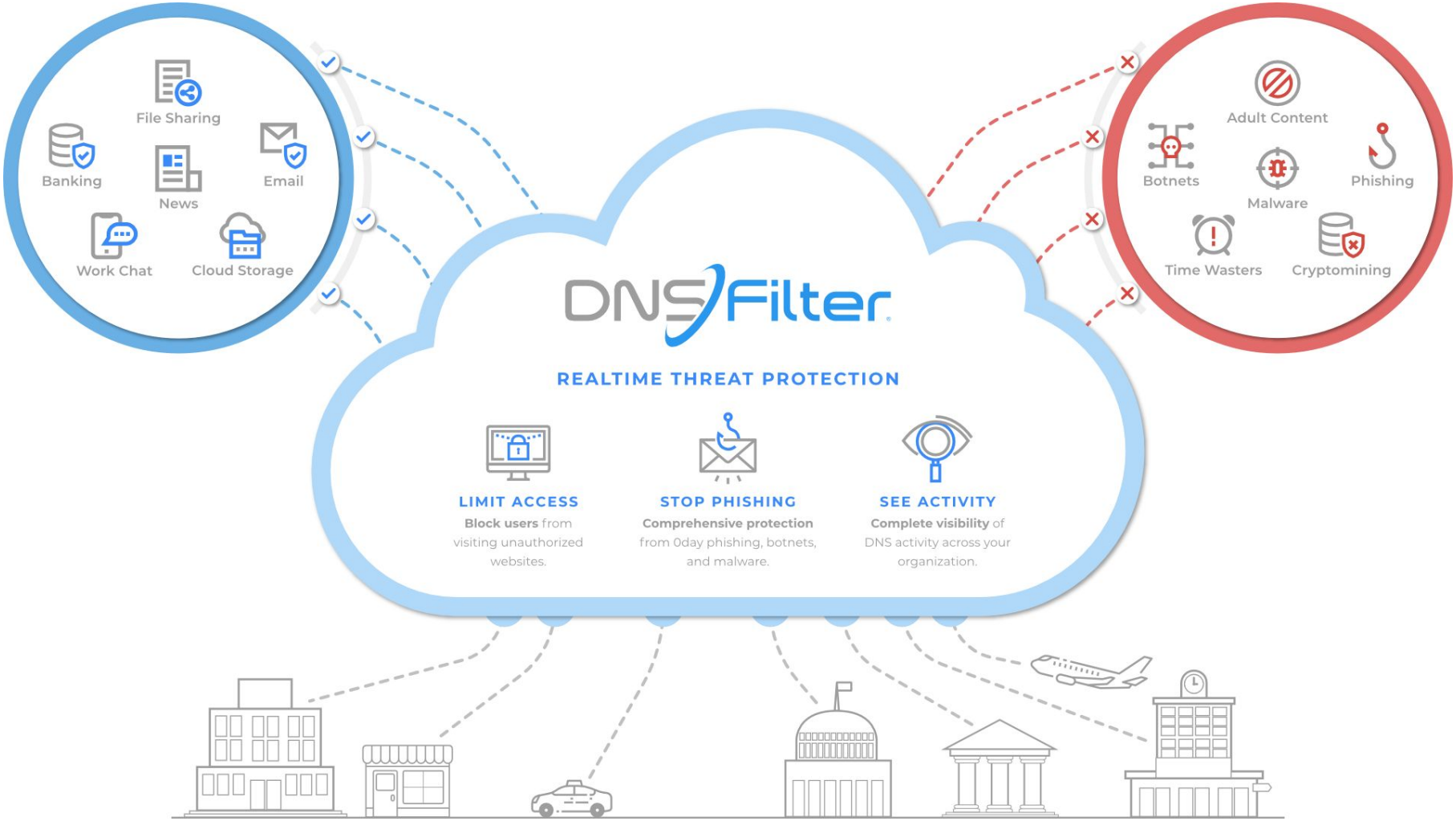
2FA

Things your security vendors can do...

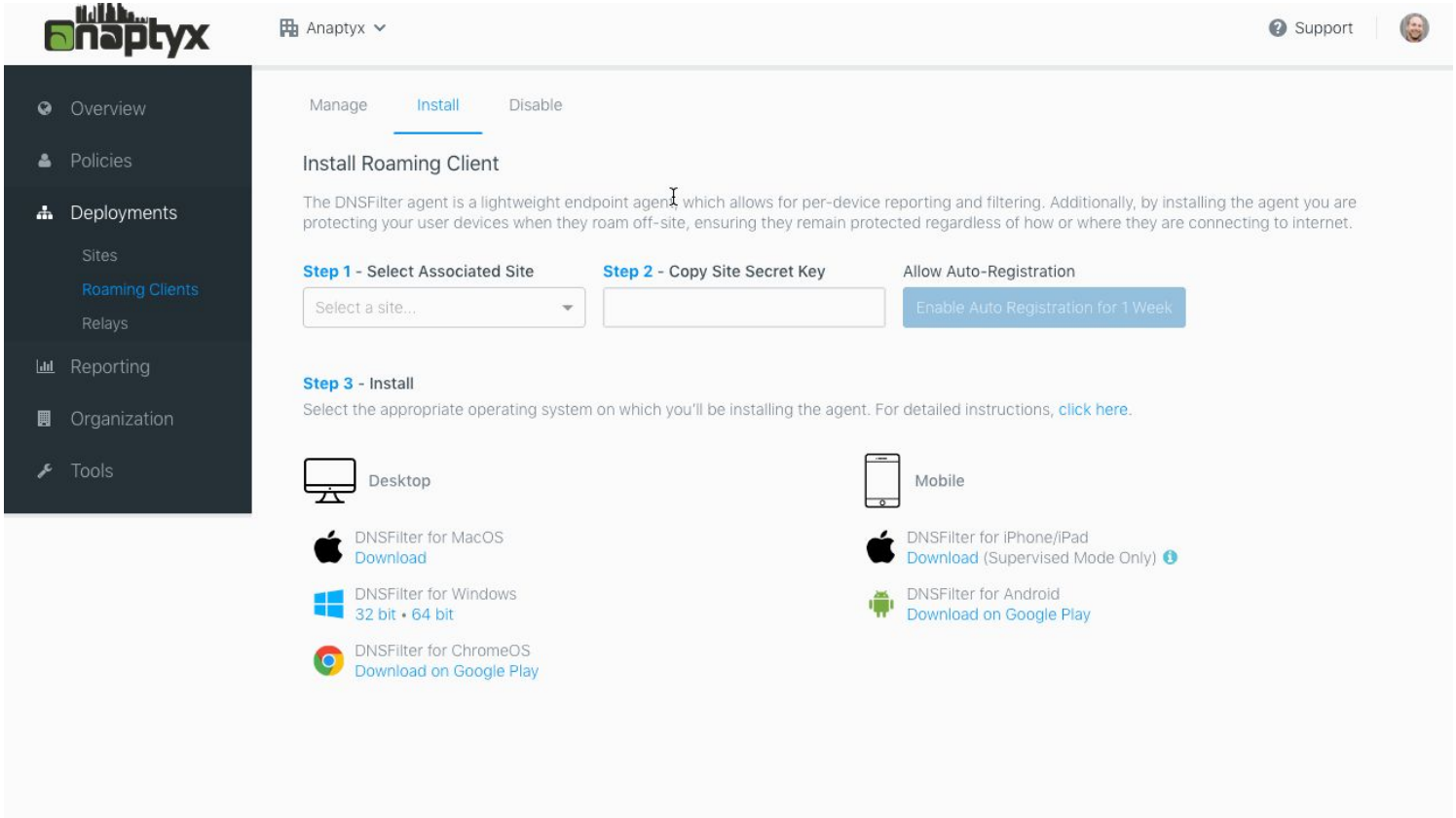
Greylisting

More Threat Feeds

Use Machine learning


File Sharing
Banking
Email
News
Work Chat
Cloud Storage
Adult Content
Botnets
Malware
Phishing
Time Wasters
Cryptomining
DNSFilter
REALTIME THREAT PROTECTION
LIMIT ACCESS
Block users from visiting unauthorized websites.
STOP PHISHING
Comprehensive protection from 0day phishing, botnets, and malware.
SEE ACTIVITY
Complete visibility of DNS activity across your organization.

DNSFilter Console



DNS Protection For MSPs.

2x Trial Offer

Signup at dnsfilter.com

Waiting For DattoCon

Join our other events!

DNSFilter Office Hours & Happy Hour: Tuesday, June 9 at 4 p.m. ET

We'll demo Active Directory and then enter a breakout session where MSPs can chat amongst themselves and network. Bring your questions!

What's Better For My Business? DNSFilter or Cisco Umbrella: Wednesday, June 10 at 1 p.m. ET

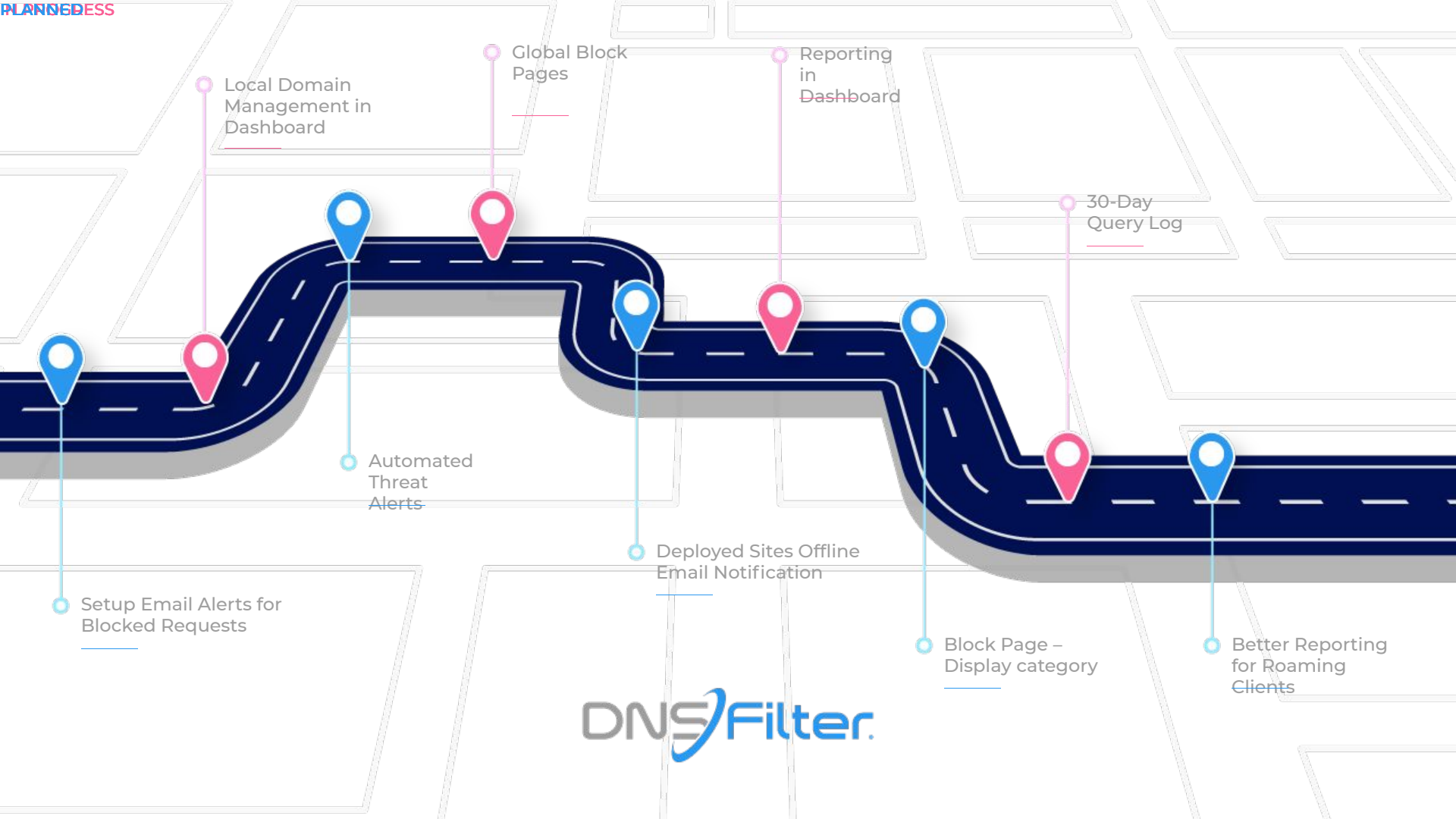
A direct comparison of DNSFilter and Cisco Umbrella followed by a Q&A.

THANK YOU FOR ATTENDING

enjoyable and useful.

Feel free to ask us

PLANNED


Local Domain Management in Dashboard
Global Block Pages
Reporting in Dashboard
30-Day Query Log
Automated Threat Alerts
Setup Email Alerts for Blocked Requests
Deployed Sites Offline Email Notification
Block Page – Display category
Better Reporting for Roaming Clients
DNSFilter

QUESTIONS

DNSFilter