

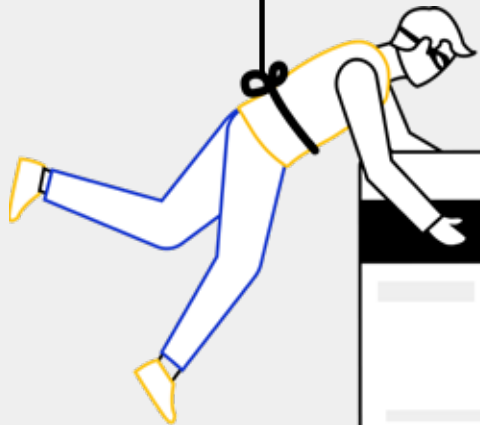
COSTLY CONFIDENCE

64%

of consumers claim to be scam-savvy yet

91%

are likely to miss warning signs



What Makes People Click?

**FREE GIFT - YOU'VE BEEN SELECTED!!**

81% respond to positive hooks

**OPEN NOW! 48 HOURS ONLY**

68% would act on messages that create urgency

**ACTION NEEDED - CONFIRMATION REQUIRED**

63% would respond to action required phrases



Did you know? ONLY...

31% look to ensure words are spelt correctly

50% search for a company name or logo

49% verify email addresses

54% reported being a victim of a scam with 13% multiple times.

STAY SECURE  
KSA STUDY 2023