

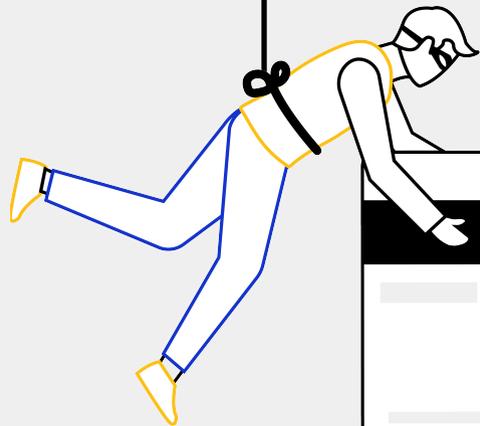
COSTLY CONFIDENCE

56%

of consumers claim to be scam-savvy yet

95%

are likely to miss warning signs



What Makes People Click?

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

79% respond to positive hooks

**OPEN NOW! 48 HOURS ONLY**

71% would act on messages that create urgency

**ACTION NEEDED - CONFIRMATION REQUIRED**

68% would respond to action required phrases



Did you know?  
**ONLY...**

31% look to ensure words are spelt correctly

45% search for a company name or logo

48% verify email addresses

46% reported being a victim of a scam with 8% multiple times.

**STAY SECURE  
OMAN STUDY 2023**