

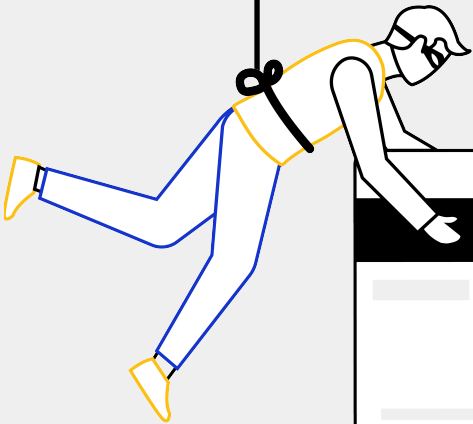
COSTLY CONFIDENCE

61%

of consumers claim to be scam-savvy yet

90%

are likely to miss warning signs



What Makes People Click?

FREE GIFT - YOU'VE BEEN SELECTED!!

77% respond to positive hooks

OPEN NOW! 48 HOURS ONLY

68% would act on messages that create urgency

ACTION NEEDED - CONFIRMATION REQUIRED

66% would respond to action required phrases



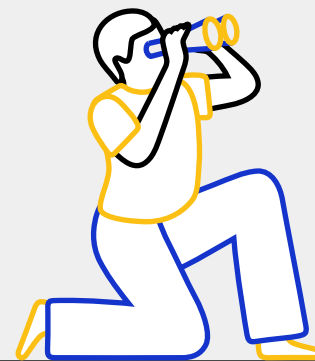
Did you know?
ONLY...

29% look to ensure words are spelt correctly

51% search for a company name or logo

60% verify email addresses

54% reported being a victim of a scam with 17% multiple times.



OVERLOOKING TELLTALE SIGNS

STAY SECURE
UAE STUDY 2023