

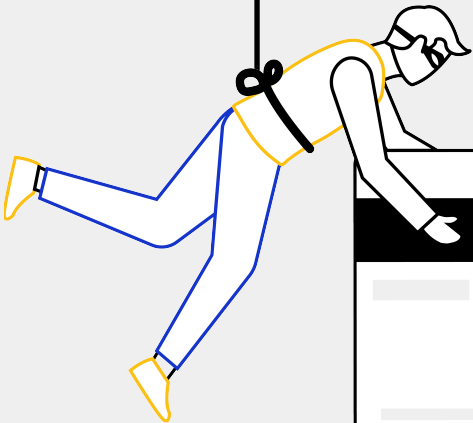
COSTLY CONFIDENCE

56%

of consumers claim to be scam-savvy

91%

are likely to miss warning signs



What Makes People Click?

FREE GIFT - YOU'VE BEEN SELECTED!!

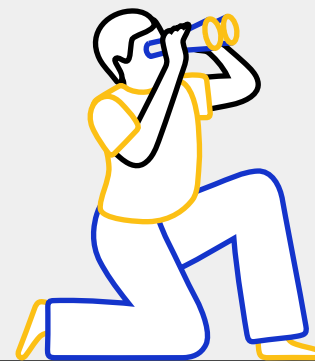
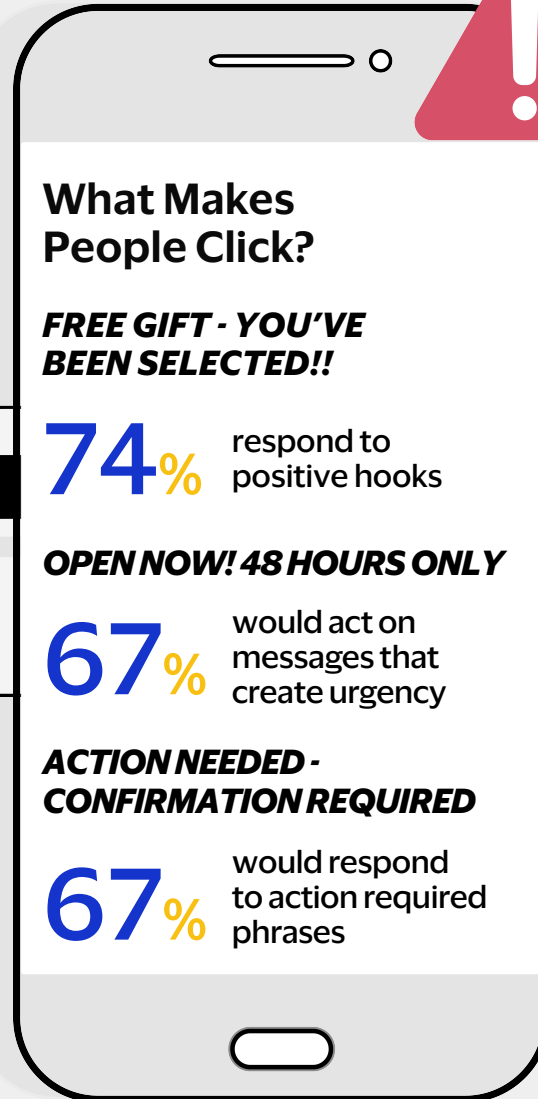
74% respond to positive hooks

OPEN NOW! 48 HOURS ONLY

67% would act on messages that create urgency

ACTION NEEDED - CONFIRMATION REQUIRED

67% would respond to action required phrases



OVERLOOKING TELLTALE SIGNS

Did you know? ONLY...

26% look to ensure words are spelt correctly

55% search for a company name or logo

57% verify email addresses

52% reported being a victim of a scam with 21% multiple times.

**STAY SECURE
PAKISTAN STUDY 2023**