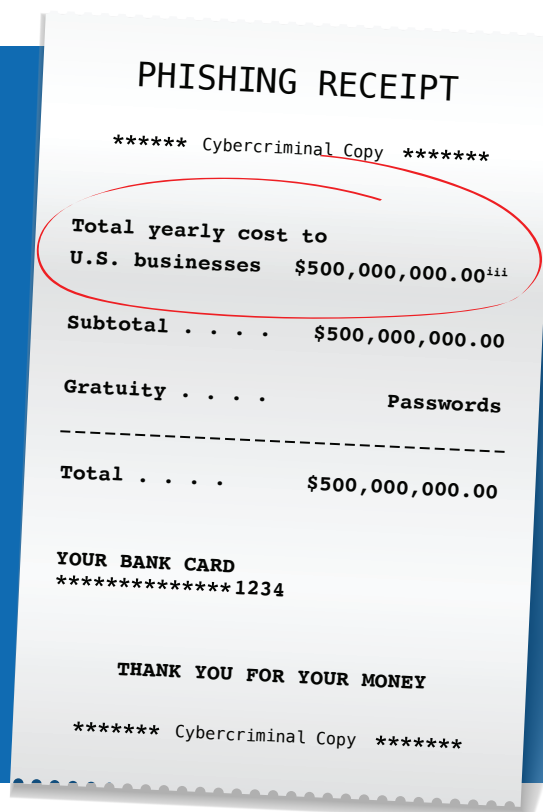


Key findings from the Webroot Quarterly Threat Trends

Phishing is the **#1 cause of breaches** for businesses around the world.



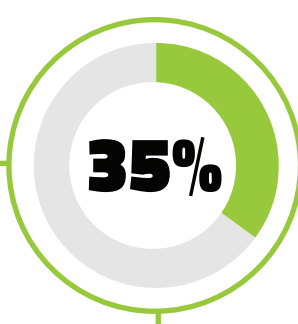
Phishing is a **COSTLY** business (for the victims).



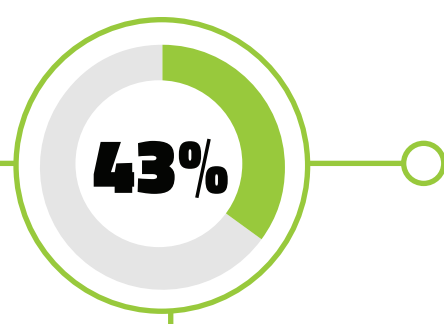
– A recent Webroot-sponsored survey^{iv} of influencers found –



have experienced
a phishing attack
in the last 2 years



expect to suffer more phishing attacks in the next 2 years



plan to invest in new
threat technology as
a result

WHAT MAKES PHISHING SO EFFECTIVE?

Hackers are using more evasive tactics and getting better at fooling victims.



VOLUME

On average, over **1 MILLION** new, unique phishing sites are created each month^v

TIME

Phishing site lifespan:
4-8 hours^{vi}

Static lists are
3-5 days out of date

SOPHISTICATION

TODAY'S ATTACKS

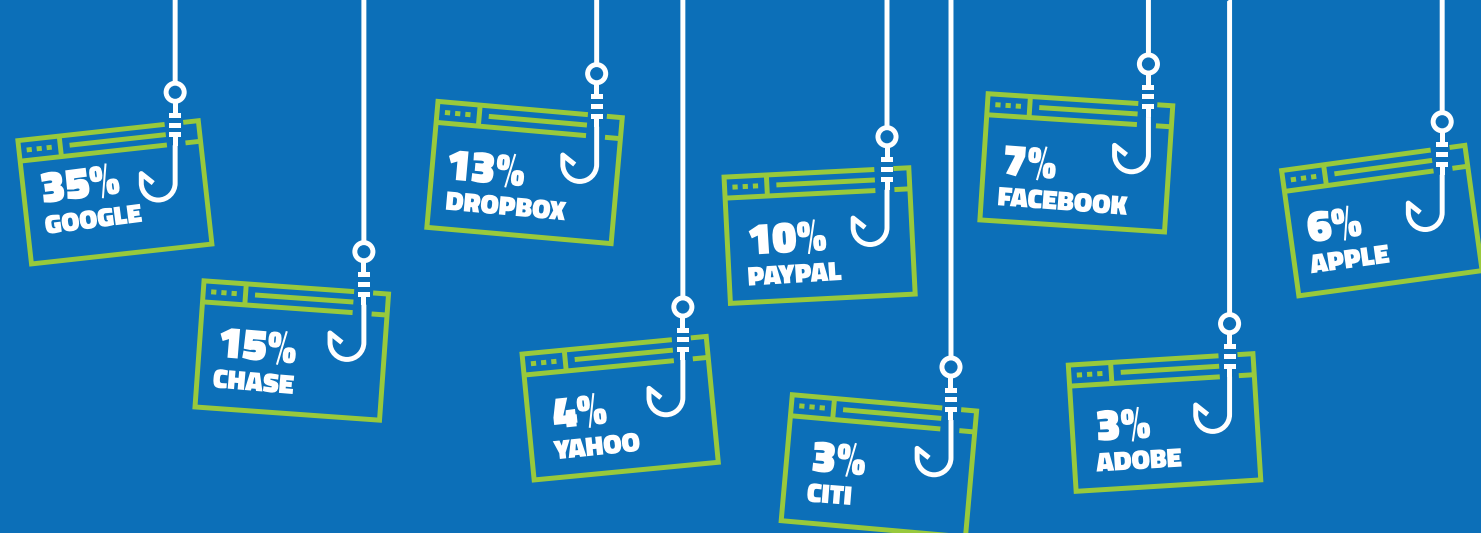
Hide behind benign domains

Obfuscate true URLs

Carry more malignant payloads

Fool even security-savvy users with realistic fakes

TOP MOST PHISHED COMPANIES



THE SOLUTION

As phishing site creation rises and site lifespan shrinks, static lists won't cut it. The only way to fight back is with real-time anti-phishing technology that uses advanced machine learning and real-time URL validation to spot zero-hour phishing sites in milliseconds, instead of relying on static, outdated lists.

HERE'S HOW WEBROOT BRIGHTCLOUD® REAL-TIME ANTI-PHISHING WORKS.



Crawls and evaluates
requested URLs on demand,
in milliseconds

Analyzes site attributes like web reputation, IP reputation, recent threat history, and live time to return a risk score

Scans every site, every time it's requested, to determine whether it's phishing at that exact moment

Brightcloud® Real-Time Anti-Phishing is the only service of its kind, enabling Webroot partners to add new functionality to protect their customers from costly security breaches and data loss.

Learn more about the Webroot approach to real-time anti-phishing
webroot.com/brightcloud

WEBROOT®
Smarter Cybersecurity™

ⁱVerizon. "2017 Data Breach Investigations Report" (April 2017)

ⁱⁱInformation Age. "Phishing Emails now contain ransomware" (June 2016)

ⁱⁱⁱFBI, "E-mail Account Compromise, the 5 Billion Dollar Scam" (May 2017).

^{iv}ESG. "2017 Business Cybersecurity Trends" (August 2017)

^vWebroot Inc. "Quarterly Threat Trends" (September 2017)

^{vi} Webroot Inc. "Quarterly Threat Trends" (September 2017)