

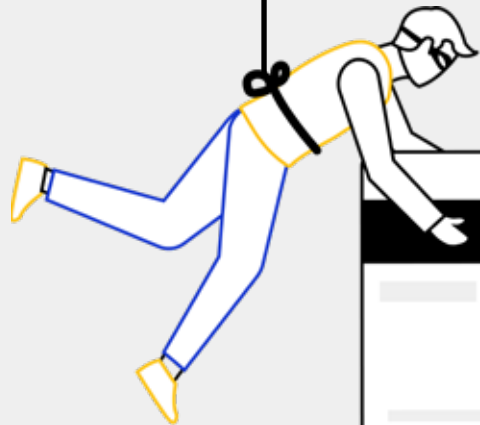
COSTLY CONFIDENCE

59%

of consumers claim to be scam-savvy yet

97%

are likely to miss warning signs



What Makes People Click?

FREE GIFT - YOU'VE BEEN SELECTED!!

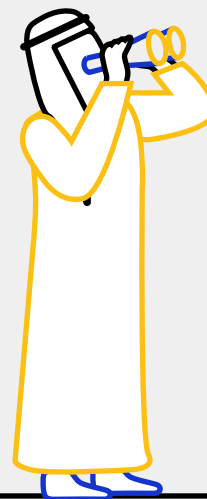
83% respond to positive hooks

OPEN NOW! 48 HOURS ONLY

75% would act on messages that create urgency

ACTION NEEDED - CONFIRMATION REQUIRED

67% would respond to action required phrases



Did you know?
ONLY...

33% look to ensure words are spelt correctly

47% search for a company name or logo

45% verify email addresses

52% reported being a victim of a scam with 9% multiple times.

OVERLOOKING TELLTALE SIGNS

STAY SECURE
KUWAIT STUDY 2023