RETAIL PHISHING ATTACKS ARE STEALING CUSTOMER TRUST

When phishing attacks trigger breaches, the real losses are consumer confidence and brand reputation. Check out the numbers, plus learn how Cofense™ solutions protect your users, data, and brand.

CUSTOMERS ARE CONCERNED

48%
of Consumers
believe companies and institutions are not doing enough to protect their personal information.

Source: 2019 Generali Global Assistance Cyber & Digital Protection Survey

83%
of Customers
are concerned about purchasing from a company that was previously breached.

Source: IBM

RETAIL IS FULL OF TARGETS

60%
of POS and Cloud Compromises
started with phishing attacks.

Source: 2019 Trustwave Global Security Report

22%
of Phishing Attacks
aim to steal credentials.

Source: IBM

BREACHES ARE RINGING UP LOSSES

$119
Per Record
the average cost of a retail data breach.

Source: 2019 Ponemon Cost of Data Breach Report

36%
of Data Breach Cost
is attributed to lost business.

Source: IBM

29%
of Breaches
involve stolen credentials.

Source: 2019 Verizon Data Breach Investigations Report

COFENSE SOLUTIONS CAN HELP

$10.31
Reduction in Per-Record Breach Cost
thanks to security awareness training.

Source: 2019 Ponemon Cost of Data Breach Report

Cofense PhishMe™ conditions employees to recognize the phishing attacks your company actually sees.

Cofense Reporter™ is an EZ button for reporting phish—with one click, employees can notify the SOC.

51%
Reduction in Breach Cost
when security automation is deployed.

Source: IBM

Cofense Triage™ uses automation to filter reported emails from spam and prioritize investigations.

Cofense Vision™ lets you remove all phish from inboxes across your organization—with a single click.

Discover how Cofense bundles save money while stopping phishing attacks in 20 minutes or less.