

10 Phishing Test Templates

Our most effective phishing emails, and why they work.

Here are our **Top 10 Phishing
Email templates.**

Use them with great responsibility.

HOOK  **SECURITY**

Introduction

At Hook Security, we are always scouring the depths of the internet to find out what the bad guys are doing today to phish people. The threat landscape is fast-changing and constantly evolving. However...some phishing emails are just incredibly effective and have stood the test of time. These emails commonly follow some similar patterns.

We've organized these emails by categories as well as the major red flags in the email template.

Categories for our phishing testing templates include:

- Brand Knock-Offs
- Current Events
- Healthcare
- Information Technology (IT)
- Banking/Finance
- Online Services
- Social Media
- Internal/Business Email Compromise (BEC)
- Shipping/Notifications
- International

The common **"red flags"** we use are:

- Too Good To Be True - Contains an offer, deal, or promise, that feels "too good to be true", like a gift card, free items from a brand, etc.
- Bad Links/Bad Sender - An email either from a brand or individual that contains links and/or a sender address that are malicious-looking in their nature.
- Spoofed URL - An email from a sender address that looks eerily similar to either your company or your brand (think drOpbox or Walrnart).
- Urgency - An email with high levels of urgency, like a password breach, past due notice, or a request from a boss.
- Lack of Personalization - Emails from a generic sender, like "IT" or "HR Department", or emails with slight personalization errors (i.e. "Hello ,")
- Incorrect Information - An email regarding a delivery, purchase, or order that the user did not make.


Now that you've seen how we craft our phishing campaigns, here are our **Top 10 Phishing Email templates**.

1. UPS Failed Delivery Attempt

UPS Failed Delivery Attempt Inbox

UPS eNotification <amazon@update-nt.com>
to me

5:42 PM (0 minutes ago)



Dear ,

We have attempted to deliver your item!

The delivery attempt failed because nobody was present at the shipping address, so this notification has been automatically sent. You may arrange re-delivery by visiting the nearest **UPS office** with the printed shipping invoice mentioned below.

If the package is not scheduled for delivery or picked up within 48 hours, it will be returned to the sender.

TRACKING NUMBER: [2W FQWPZX 5587729907](#)

Expected Deliver Date: 11/24/2020

Class: Package services

Service(s): Delivery Confirmation

Category: Brand Knockoffs, Shipping

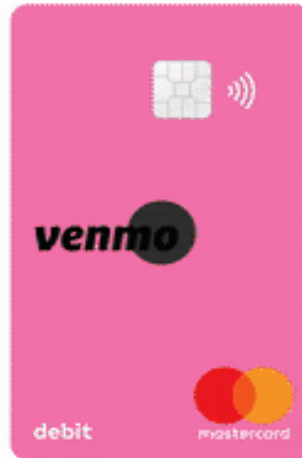
Red Flags: Urgency, Bad Sender, Lack of Personalization

Subject Line: UPS Failed Delivery Attempt

Why it Works: This email is incredibly effective and borderline lethal around the holidays. No one wants to miss a package delivery, and if you pair that with the sudden urgent thought of “what the heck did I order?!", it's a pretty potent cocktail.

2. Venmo Gift Card

Your \$50 gift card is here!



Your company has given you an employee rewards card. Activate your card today!

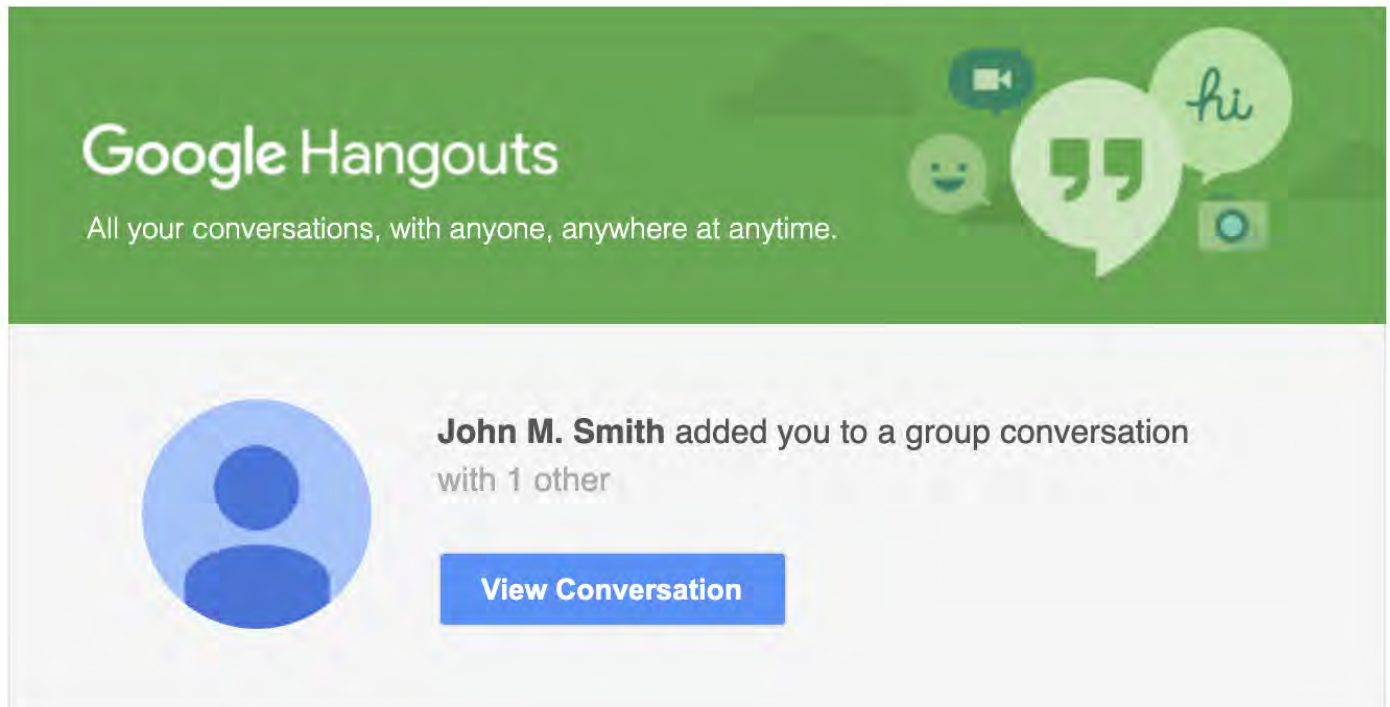
Category: Brand Knockoffs, Finance

Red Flags: Too Good to be True, Bad Sender, Bad Links

Subject Line: Your \$50 Gift Card is here!

Why it Works: This Venmo phishing email actually contains a gif, combined with great design, looks eerily real. This falls into one of those "Too good to be true" emails.

3. Google Hangouts



This notification was sent to {email}. [Unsubscribe](#) from these emails.
To stop receiving Google Hangouts notifications from someone, open their Google profile and click Mute.
Google LLC, 1600 Amphitheatre Pkwy, Mountain View, CA 94043 USA

Category: Brand Knockoffs, Online Services

Red Flags: Urgency, FOMO

Subject Line: Google Hangouts: Invitation to Join

Why it Works: This one combines the trustworthiness of a brand with the FOMO (Fear of missing out) of a group conversation. It's also incredibly realistic in its design, making it a hard email to spot.

4. HR Direct Deposit

Hi {fname} {lname},

We are updating our direct deposit system and need to confirm your direct deposit information. Please click on the link below to confirm and/or update your banking information. We need to submit the paperwork ASAP.

{hook_link}

- Human Resources Team

Category: Business Email Compromise (BEC), HR, Internal

Red Flags: Urgency, Lack of Personalization

Subject Line: Please Update Your Direct Deposit

Why it Works: These may seem too simple, but for an internal phishing email, simple is better. These need to look like a handwritten email to be effective.

5. Netflix Password Reset

NETFLIX

Reset your password

Hi {fname},

Let's reset your password so you can get back to watching.

RESET PASSWORD

If you did not ask to reset your password, [click here](#) to login and reset your password **immediately** to avoid unauthorized activity on your account.

Category: Brand Knockoffs, Online Services

Red Flags: Urgency, Bad Sender, Bad Links

Subject Line: Please Reset Your Netflix Password

Why it Works: We've all been guilty of being a little too loose with giving out the Netflix password. This can create some quick urgency that turns into a quick click.

6. Amazon Shipping Confirmation

Shipping Confirmation

Hello ,

Thank you for shopping with us. We'll send a confirmation when your item ships.

Details

Order #538-1359309-9615596

Arriving:
Sunday, August 16

Shipped to:

Total Before Tax: \$51.87

Tax Collected: \$0.96

Shipment Total: \$52.83

This is a gift shipment

We hope to see you again soon.

Amazon.com

Customers Who Bought Items in Your Order Also Bought



Everybody Wants Some
[Blu-ray]
\$16.05



Fast Times at
Ridgemont High [Blu-
ray]
\$7.99

Unless otherwise noted, items sold by Amazon.com LLC are subject to sales tax in select states in accordance with the applicable laws of that state. If your order contains one or more items from a seller other than Amazon.com LLC, it may be subject to state and local sales tax, depending upon the seller's business policies and the location of their operations. [Learn more about tax and seller information.](#)

Category: Brand Knockoffs, Shipping

Red Flags: Urgency, Bad Sender, Incorrect Information

Subject Line: Your Amazon Order is on the way!

Why it Works: Similar to the UPS email, this one is also very potent in the way it immediately confuses someone into clicking to investigate further. Also, there is so much information in the email, making it seem very realistic.

7. Account Scheduled for Deletion

Dear {fname},

This email account has been scheduled for deletion by the administrator.

Username: {email}

If this is correct, simply do nothing.

If you believe this has been done in error, or you wish to make changes to your request. click below.

{hook_link}

If you have any trouble accessing the site, please let us know.

Thanks,

IT Department

Category: Business Email Compromise, IT

Red Flags: Urgency, Bad Sender, Lack of Personalization

Subject Line: Your Account is Scheduled for Deletion

Why it Works: This email will make anyone's hair on the back of their head stand up. And while you may think "I would never click on that", in that moment of panic, all logic goes out the window. While the sender of the email isn't personalized, as you can see, the employee's info is very much woven into the email template. That's what makes this one so effective.

8. Google Device Sign-in



{fname} {lname}

New device signed in to
{email}

Your Google Account was just signed in to from a new Apple iPhone device. You're getting this email to make sure it was you.

CHECK ACTIVITY

You received this email to let you know about important changes to your Google Account and services.
© {current_year} Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Category: Brand Knockoffs, Online Services

Red Flags: Urgency, Bad Sender, Not True

Subject Line: Google Account Sign-in on Apple iPhone

Why it Works: This email can trick the most vigilant of users. You may even receive this and think "I want to stay secure! I'll log in and investigate this further"

Boom.

9. Apple Support Ticket



Thanks for contacting us.

Hi {fname},

If you need to reopen this case, click the link below.

Case: [100292133221](#)

Based on the details you provided, we think you might find the following information helpful:

[If you forgot your Apple ID password](#)

We are here to help. At [Apple Support](#), you can learn more about your product, download the latest software updates, and share tips and solutions with other users. You can also find out the best way to contact us.

Thanks,
Apple Support

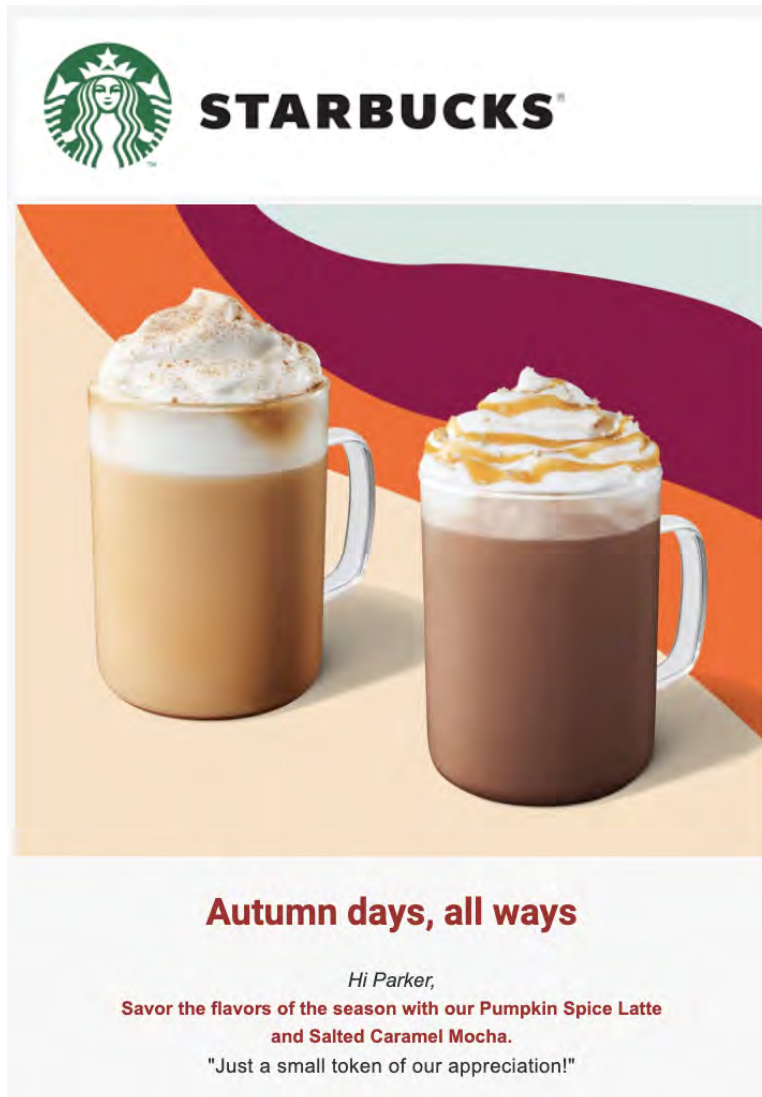
Category: Brand Knockoffs, Customer Service

Red Flags: Unexpected, Spoofed URL

Subject Line: Thanks for contacting Apple Support.

Why it Works: This email is so easy to click on. Simple as that. It's not overly urgent in the same way as an account compromise, password reset, or shipping notification. It creates just the amount of intrigue and wonder that prompts a user to click through and investigate.

10. Starbucks eGift



Category: Brand Knockoff, TGTBT

Red Flags: Spoofed URL

Subject Line: Get a free drink on us!

Why it Works: Everyone loves a free drink, and with the rising popularity of rewards programs, an offer like this isn't completely unrealistic.

Also, we created a full walkthrough to launch this Starbucks phishing campaign. You can find that [here](#).

Alright, there you have it.

10 of our best, most effective phishing email templates.

P.S. We've also created custom training videos to accompany each of these templates. You can find them in our Phishing Simulator.

Want to try one of these for yourself?

[Get a free trial of up to 5 targets and launch a phishing test today.](#)

