

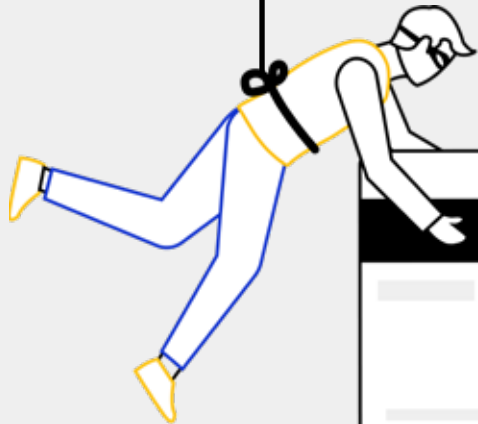
COSTLY CONFIDENCE

57%

of consumers claim to be scam-savvy yet

94%

are likely to miss warning signs



**What Makes People Click?**

**FREE GIFT - YOU'VE BEEN SELECTED!!**

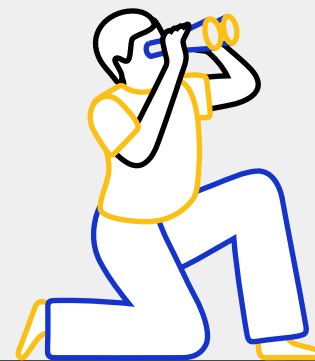
78% respond to positive hooks

**OPEN NOW! 48 HOURS ONLY**

64% would act on messages that create urgency

**ACTION NEEDED - CONFIRMATION REQUIRED**

69% would respond to action required phrases



**Did you know? ONLY...**

31% look to ensure words are spelt correctly

43% search for a company name or logo

56% verify email addresses

48% reported being a victim of a scam with 8% multiple times.

**STAY SECURE BAHRAIN STUDY 2023**