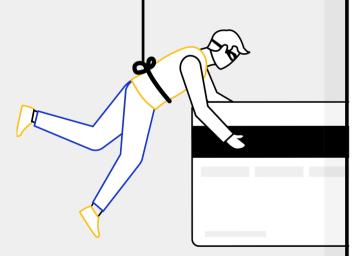
COSTLY CONFIDENCE

56% of consumers claim to be scam-savvy yet

95% are likely to miss

warning signs



0

What Makes People Click?

FREE GIFT - YOU'VE BEEN SELECTED!!

79% respond to positive hooks

## **OPEN NOW! 48 HOURS ONLY**

would act on messages that create urgency

## ACTION NEEDED - CONFIRMATION REQUIRED

68% would respond to action required phrases

## Did you know? ONLY...

VISA

look to ensure words are spelt correctly

search for a company name or logo

48% verify email addresses

**46**% reported being a victim of

a scam with **8%** multiple times.

## **STAY SECURE OMAN STUDY 2023**

Visa Stay Secure Study surveyed 5,800 adults across 17 markets in Central and Eastern Europe, Middle East and Africa, March-April 2023

**OVERLOOKING TELLTALE SIGNS**