

# Hyperlink based campaigns

A hyperlink based campaign will send users a mail with a randomized tracking URL within the mail. If users click that hyperlink they get redirected to an external webpage which needs to be defined within the campaign. As a result a hyperlink only campaign does not contain a webpage hosted on LUCY, it only contains a message template (mail or SMS) which a hyperlink.

To start a "hyperlink campaign" go through the following steps:

- Press "New Campaign".



- Select Attack Simulation, click "Next" button.

**Campaign Wizard: Type** ✕ Close

Please choose a campaign type you would like to use.

Type	Description
 <b>Attack Simulation</b>	With an attack simulation (phishing, malware, smishing, USB attacks, etc.) you can test whether your employees are really familiar with the dangers of the Internet. LUCY provides a "safe learning environment" where employees can experience what real attacks would feel like.
 <b>Educate Employees</b>	Close knowledge gaps with Lucy's E-Learning. LUCY offers more than 200 interactive, web-based training modules (videos, tests, quizzes, games, etc.) on various security topics that can be provided to employees based on the results of the attack simulations or independently of them.
 <b>Infrastructure Tests</b>	Find out what kind of dangerous file types can get to the employee's inbox, what can be downloaded and how big the risk is, if such a file is actually executed. Test the local windows security settings, the risks associated with downloads and the security of your mail infrastructure-tests-types.
 <b>Human Firewall</b>	Turn your employees into human firewalls. The LUCY mail plugin for Gmail, Outlook & Office 365 actively integrates your employees into detection of and fight against cyber-attacks. Suspicious e-mails can be reported with just one click and removed from the Inbox. In the LUCY environment the e-mails then analyzed and evaluated.

Skip the wizard and enable expert setup Next ➔

- Select Hyperlink attack, click "Next" button.

**Campaign Wizard: Attack Simulation**✕ Close

1. Type

**2. Attack Simulation**

3. Campaign

4. Attack Template

5. Attack Settings

6. Recipients


7. Review

8. Finish


Please choose an attack simulation type you would like to use.

**Data Entry Attack**

Data entry attack can include one or more web pages that intercept the input of sensitive information. The available web pages can be easily customized with a LUCY web editor. Additional editing tools allow you to quickly set up functions such as log-in forms, download areas, etc. without HTML knowledge.

**Hyperlink Attack**

A hyperlink-based attack will send users an e-mail that contains a randomized tracking URL to identify the user who clicked the link. There is no landing page involved in this campaign type. But you can redirect the user to any webpage after he clicked the link.

**File Attack**

File-based attacks allow the LUCY administrator to integrate different file types (office documents with macros, PDFs, executables, MP3s, etc.) into mail attachments or websites generated on LUCY and to measure their download or execution rate.

**Portable Media Attack**

LUCY offers the option to perform portable media attacks where a file template (e.g., executable, archive, office document with macros, etc.) can be stored on a portable media device such as USB, SD card, or CD. The activation (execution) of these individual files can be tracked in LUCY.

**Smishing**

Smishing is, in a sense, "SMS phishing." When cybercriminals "phish," they send fraudulent e-mails that seek to trick the recipient into opening a malware attachment or clicking on a malicious link. Smishing simply uses text messages instead of e-mail.

Skip the wizard and enable expert setup

◀ Back

Next ▶

- Name your Hyperlink campaign and choose a client, click "Next" button.

**Campaign Wizard: Campaign**✕ Close

1. Type

2. Attack Simulation

**3. Campaign**

4. Attack Template

5. Attack Settings

6. Recipients

7. Review

8. Finish

Here you configure basic campaign settings - its name and the client it is attached to.

**Name**

Hyperlink test

**Client**

Lucy Test ▼

☐ Include training

[↓ Advanced Settings](#)

◀ Back

Next ▶

If you mark "include training" and you want to set up an Awareness course - you can find information here [Awareness \(eLearning\) Settings](#)

All information regarding advanced settings you can find here - [Expert set up](#). You can always set up these settings after creating a campaign.

- Find the necessary template, which you think will be the best for your business. Select language and then press next. You can jump on any previous step by clicking on it in the list on the left side of the wizard window.

**Campaign Wizard: Attack Template** ✕ Close

1. Type  
2. Attack Simulation  
3. Campaign  
**4. Attack Template**  
5. Attack Settings  
6. Recipients  
7. Review  
8. Finish

Please choose the attack scenario you would like to use in this campaign. If you would like to have multiple scenarios in this campaign, you may add extra scenarios after finishing the wizard.

☐ Only display recommended templates according to your industry type and size

Search...

**Access online surveillance (hyperlink)**  
The user is asked to use a LogMeIn portal with their windows credentials to occasionally access the companies online surveillance system and report unusual observations.  
Preview English

**Account Verification (Link)**  
The user is asked to add a recovery number to his account.  
Preview Select Language

**A document is available (link)**  
The user is asked to download a document.  
Preview Select Language

**A flower delivery has failed (Link)**  
The user receives a notification that flowers could not be delivered.  
Back Next

- Choose domain according to your system settings, Mark SSL Certificate if you have it and then fill Sender Name, Sender Email and Subject of your Email. These lines should be filled and look like a real mail.

**Campaign Wizard: Attack Settings**Close

1. Type

2. Attack Simulation

3. Campaign

4. Attack Template

5. Attack Settings

6. Recipients

7. Review

8. Finish

Configure basic attack settings.

Domain

System Domain

lucy.test.local

SSL

☒ Use Custom SSL Certificate ⓘ

SSL Provider

Select Existing SSL Certificate

Domain	Provider
lucy.test.local	OpenSSL

This scenario shares the SSL certificate with the admin interface. Please change the certificate from the system SSL settings page or change domain.

Sender Name

test ⓘ

Sender Email

test@lucysecurity.com

Subject

Attack

Advanced Settings

Back

Next

- Add recipients in your campaign, you can add a group, if you add it before in recipients tab - [Here](#) is more information regarding recipients or you can add manually. Click "Next" button.

**Campaign Wizard: Recipients**Close

1. Type

2. Attack Simulation

3. Campaign

4. Attack Template

5. Attack Settings

6. Recipients

7. Review

8. Finish

It's time to add recipients or choose an existing recipient group.

Mode

☒ Select Existing Group

☐ Enter Manually

Group

lucy - Recipient Group

Back

Next

- Check all settings again, if everything good - click "Next" button.

Campaign Wizard: Review

✕ Close

1. Type

2. Attack Simulation

3. Campaign

4. Attack Template

5. Attack Settings

6. Recipients

7. Review

8. Finish

Please review your configuration settings. In case you would like to change something please use the menu on the left or press Back button.

Type

Attack Simulation

Attack Simulation

Hyperlink Attack

Campaign

Name	Hyperlink test
Client	Lucy Test
Benchmark Sector	N/A

Attack Template

Access online surveillance (hyperlink) (English)

⏪ Back

Next ⏩

- Here you go! You can start your campaign right now or you can go to the campaign and set up other settings.

Campaign Wizard: Finish

✕ Close

1. Type

2. Attack Simulation

3. Campaign

4. Attack Template

5. Attack Settings

6. Recipients

7. Review

8. Finish

You're all set!

Hit Start if you would like to start the campaign right away.

You will be able to start the campaign any time later from the campaign summary page.

🔗 Go to Campaign

▶ Start

## Redirection in hyperlink based campaigns

In case nothing has been defined in the redirect field in the campaign, the recipient would be redirected to the Google main page once the hyperlink has been press in the campaign. This is expected and it means that the link actually works.

The common redirection to be used with a hyperlink phishing simulation is the awareness webpage. To use this go to *Campaign > Attack Settings > Edit Scenario Settings* and insert into the field "Redirect ULR" the value:

%awareness%

Home / Campaigns / Awareness Redirection / Attack Settings / Scenario Settings: A Bonus (XLS) has been shared

### A Bonus (X...

Scenario Status: Not Started

**Scenario Settings**

Mail Settings

SSL Settings

Bound Awareness Scenarios

Message Template

Errors

**Template**

A Bonus (XLS) has been shared / English

Change/Select Template

**Name**

A Bonus (XLS) has been shared

**Languages**

English

+ Add

**Landing Page**

**Domain**

roysdining.com

**Subdomain**

**URL Shortener**

N/A

**Advanced Tracking**

☐ Track Opened Emails

☐ Advanced Information Gathering

**Training Settings**

☒ Send Link to Awareness Website Automatically via Email

**Send Awareness By Click Rate**

%

**Send Awareness By Success Rate**

%

**Awareness Delay**

0

**Attack Type**

☐ Double Barrel Attack

**Redirect URL**

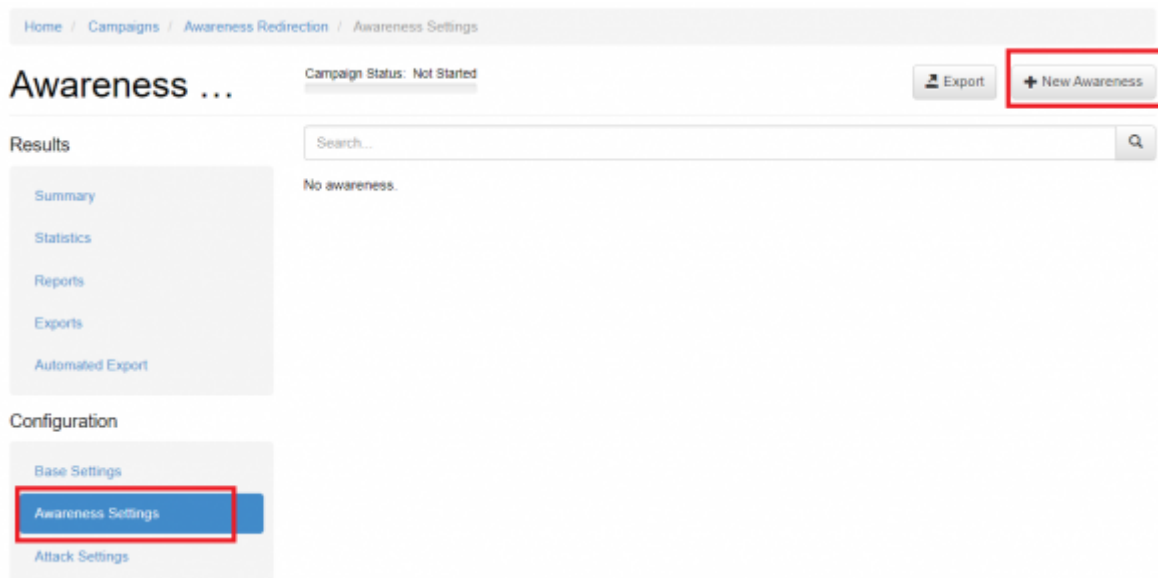
%awareness%

**Redirect Message**

**Redirect Delay**

0

Make sure to add the awareness scenario into the campaign by going to *Campaign > Awareness Settings > New Awareness*



The training can be chosen from the list. The list of available awareness templates can be extended by going to *Settings > Templates > Download Templates*.

For more redirection options please consult [this](#) article.

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