

# Hyperlink based campaigns

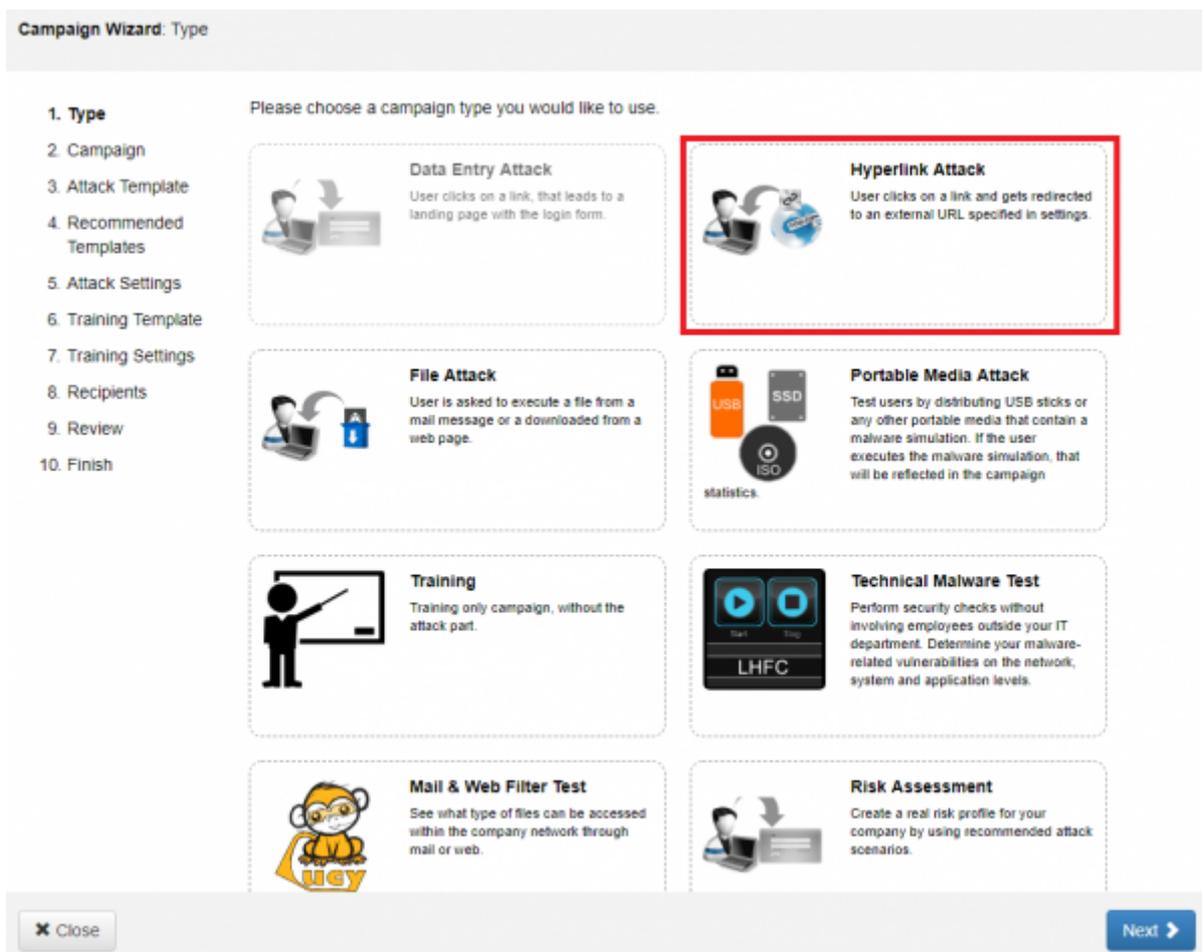
A hyperlink based campaign will send users a mail with a randomized tracking URL within the mail. If users click that hyperlink they get redirected to an external webpage which needs to be defined within the campaign. As a result a hyperlink only campaign does not contain a webpage hosted on LUCY, it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

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

- Press "+New" → "Campaign Wizard".



- Select Hyperlink Attack, click "Next" button.



- Give your campaign a name, select a client and then click "Next".

**Campaign Wizard: Campaign**

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

**2. Campaign**

3. Attack Template

4. Attack Settings

5. Recipients

6. Review

7. Finish

**Name**     

**Client**     

**Include training**

- Select a template by hitting on "Select Language". Then click the "Next" button.

Campaign Wizard: Attack Template

**GAMES** Preview Select Language

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**Social Media** **Facebook: Invites from Friends (Version 2.1)**  
This hyperlink-based scenario simulates a friend's invitation to a social media page. The logo and name have been modified in this scenario to make recognition easier.  
Preview Select Language

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**Facebook notification missed from friends**  
This is a typical example of an attack in which the user is notified about missed activities of his friends. The logo and name were not adapted in this scenario to make detection more difficult.  
Preview Select Language

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**Facebook: Request to reset password (hyperlink)**  
A request to change the facebook password is sent to the recipient.  
Preview **Select Language**  
English

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**Facebook - see who liked your page**  
Most users of social media are by nature curious. They are interested in learning what is going on with their friends, their communities and the world at large. Unfortunately, scammers understand this curiosity and exploit it in an attempt to lure users into clicking on fake messages like this one.  
Preview Select Language

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**FEDEX: Updated Tracking (hyperlink)**  
The user will be informed by FedEx that his Amazon order could not be delivered. However, the parcel can be traced by entering the last name and postcode.  
Preview Select Language

Close Back Next

- Fulfill the attack settings

**Campaign Wizard: Attack Settings**

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

Configure basic attack settings.

**Domain** lucysecurity.host

**Sender Name** LUCY

**Sender Email** phishing@from.lucy

**Subject** Hello, this is a phishing

Close Back Next

- Add recipients. It is possible to set a predefined group of recipients or to add them manually. As soon as defined, click on "Next" button.



**Campaign Wizard: Review**

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

Campaign  
Name **Hyperlink**  
Client **Lucy Test**

Attack Template  
**Facebook: Request to reset password (hyperlink) (English)**

Attack Settings  
Domain **lucysecurity.host**  
Sender **"LUCY" <phishing@from.lucy>**  
Subject **Hello, this is a phishing**

Recipients

- Configuration is complete. You can start it right away or it is possible to click on "Go to campaign" to add more changes.

**Campaign Wizard: Finish**

1. Type	You're all set!
2. Campaign	Hit Start if you would like to start the campaign right away.
3. Attack Template	You will be able to start the campaign any time later from the campaign summary page.
4. Attack Settings	
5. Recipients	
6. Review	
<b>7. Finish</b>	

## Redirection in hyperlink based campaigns

Please consult [this](#) article about different redirection options.

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