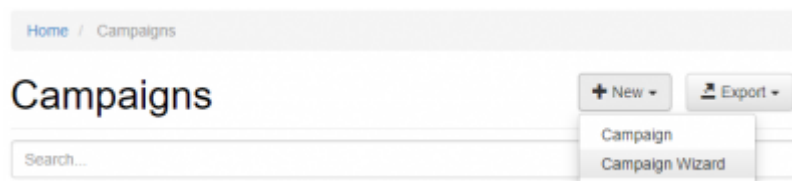


Hyperlink based campaigns

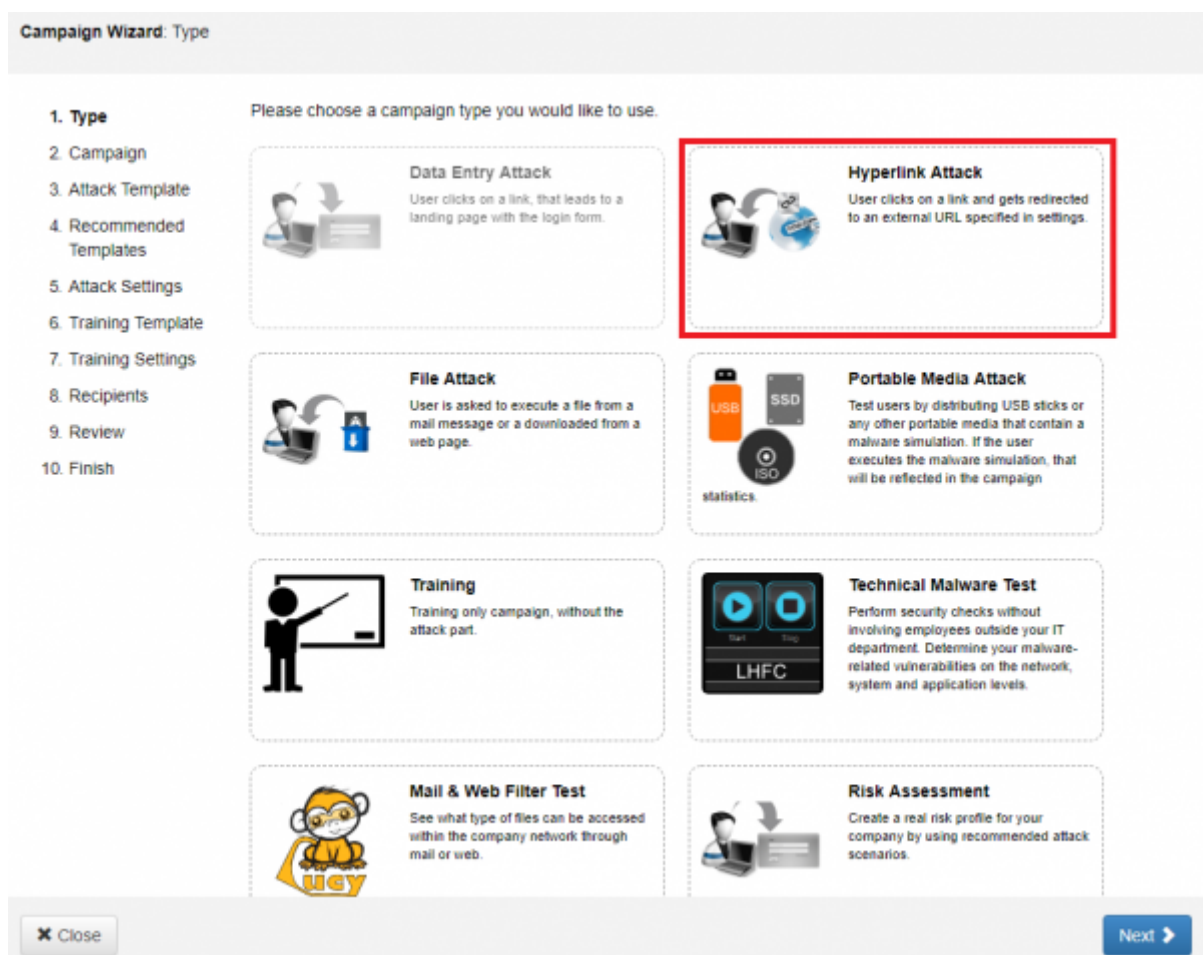
A hyperlink based campaign will send users a mail with a randomized tracking URL within the mail. If users click that hyperlink they get redirected to an external webpage which needs to be defined within the campaign. As a result a hyperlink only campaign does not contain a webpage hosted on LUCY, it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

2. Campaign

3. Attack Template

4. Attack Settings

5. Recipients

6. Review

7. Finish

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

Name

Hyperlink

Client

Lucy Test

☐ **Include training**

✕ Close

◀ Back

Next ▶

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

Campaign Wizard: Attack Template

GAMES Preview Select Language

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

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

Facebook: Request to reset password (hyperlink)
A request to change the facebook password is sent to the recipient.

Preview Select Language

English

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

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.

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: Recipients

1. Type

2. Campaign

3. Attack Template

4. Attack Settings

5. Recipients

6. Review

7. Finish

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

Mode

☒ Select Existing Group
☐ Enter Manually

Group

Test group 1 ▾

✕ Close

◀ Back

Next ▶

- Review the summary of the campaign and click "Next" button if everything ok. You can jump on any previous step by clicking on it in the list on the left side of the wizard window.

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

✕ Close

◀ Back

Next ▶

- 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

2. Campaign

3. Attack Template

4. Attack Settings

5. Recipients

6. Review

7. **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.

✕ Close

🔗 Go to Campaign

▶ Start

Redirection in hyperlink based campaigns

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

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Last update: 2019/08/12 19:03

