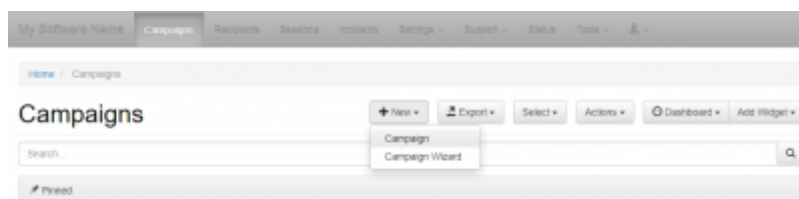
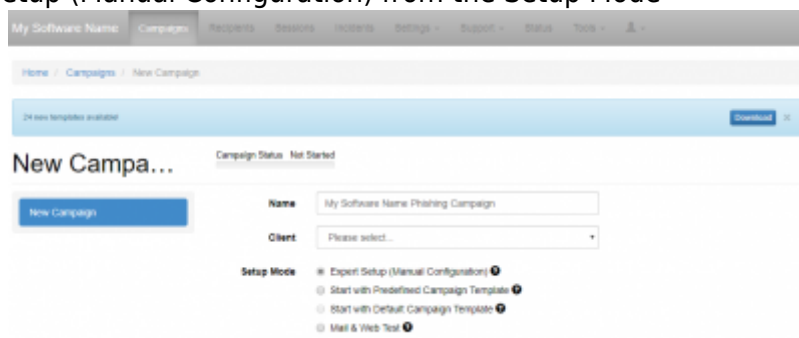


STEP 1 - Create a New Campaign

Please create a new campaign by pressing the button **"New -> Campaign"**.



Then select Expert Setup (Manual Configuration) from the Setup Mode



Pressing Save will start a new campaign using the expert setup mode

STEP 2 - BASE SETTINGS

Every campaign has some "Basic Settings" which do not relate to a specific scenario template. Those basic settings can be found at a later point in the according menu to the left:

Home / Campaigns / Lucy Phishing Campaign / Base Settings

Lucy Phishi...

Campaign Status: Stopped

Results

Summary

Statistics

Reports

Exports

Automated Export

Configuration

Base Settings

Awareness Settings

Attack Settings

Schedule

Recipients

Advanced Settings

User Settings

Filters

Custom Fields

Reminders

Name

Lucy Phishing Campaign

Client

Lucy Test

Industry

N/A

Notes

Training

☐ Allow Awareness Rescheduling

☐ Ignore repeated answers in awareness.

☐ Enduser Profiles Enabled

Tracking

☐ Track Responses

☐ Email Tracking

Campaign stop

☐ Stop the Campaign Automatically

☐ After I stop the campaign, send me a report to 24libras@gmail.com

Dashboard

☐ Pinned

☐ Delete Protection

Advanced

☐ Enable Anonymous Mode

☐ Suppress duplicated recipients in campaign.

Antivirus/Firewall Protection Interval

off

Save

The following settings can be configured:

https://wiki.lucysecurity.com/

Printed on 2024/04/25 00:30

New Campa...

Campaign Status
Not Started

New Campaign

Name

YOUR NAME GOES HERE Phishing Campaign

1

Client

Please select...

2

Setup Mode

Expert Setup (Manual Configuration) ?

Start with Predefined Campaign Template ?

Start with Default Campaign Template ?

Mail & Web Test ?

3

Industry

N/A

4

Notes

5

Enduser Profiles Enabled

6

Track Responses ?

Email Tracking ?

7

8

Antivirus/Firewall Protection Interval

off

9

Allow Awareness Rescheduling

Ignore repeated answers in awareness.

10

11

Stop the Campaign Automatically ?

After I stop the campaign, send me a report to oliver@lucysecurity.com

12

13

Pinned

14

Delete Protection

15

Enable Anonymous Mode ?

16

Number	Description	Mandatory?	WIKI link
1	Campaign Name: Give your campaign a name. This name will be displayed on the main dashboard.	Yes	Monitor a campaign
2	Client: Create a client or choose the built-in client (a client can be your own organization or the company who asked you to perform a phishing test). This is important because you can also create view only accounts which are associated with those clients.	Yes	Create a Client
3	Setup Mode: As you are using the expert setup, please make sure you also selected "expert setup mode in this menu. You have different setup options like the Expert Setup , the Setup Wizard or a Start with predefined campaign Template (called sample campaign in LUCY < 3.0).	Yes	-

Number	Description	Mandatory?	WIKI link
4	Industry: Please select the industry type for the organisation. This is an optional setting. It will allow Benchmarks	No	-
5	Notes: Internal notes for you or other campaign admins	No	-
6	End User Profiles: Users might not have time to finish an awareness course right away. They have the ability to re-schedule the training (see this WIKI). But you have also the ability to create a login page for your end users where they can login and access their custom training links at any time, without the need to re-send an awareness mail.	No	End User Profile Page
7	Track responses: For accurate statistics, Lucy has the functionality to work with emails that came in response to a phishing email. Thus, you can determine which of the recipients did not actually receive the e-mail(for example email was not delivered and Lucy received a response from the mail server) or do not include the auto-responses in the statistics.	No	Track responses
8	E-Mail Tracking: You may use this feature to track if a campaign is functional and working as expected (e.g if mails arrive, the landing page works as expected etc.). With this feature, the system will periodically send emails to a test address, while the campaign is running. That will help you to make sure that the attack is executing correctly	No	E-Mail Tracking
9	Antivirus / Firewall Protection: Sometimes a remote Firewall, Spam filter or Virus Filter might automatically scan all the URL's within a link. As a result you end up with false positives and LUCY will show all link clicked (success). To avoid such automatic link requests by some 3rd party application you can enable the antivirus/firewall protection and LUCY will ignore all* GET requests for the first 30 or 60 seconds	No	Firewall Protection
10	Awareness Re-Scheduling: The recipient will be able to re-schedule an awareness training. He/She will be able to define a new time/date. On that specified date/time the system will re-send the awareness email	No	Link
11	Ignore Repeated Answers in Awareness: If you added an awareness training, you may specify that only the first answer to an exam or quiz gets recorded and repeated answers will be ignored	No	-
12	Stop the campaign automatically: if enabled, the campaign will stop on the specified date. No more E-mails will be sent out. Campaigns with landingpages won't be accessible anymore	No	Start/Stop a campaign
13	Send a report when you stop the campaign: if enabled, the system will send you a report automatically. Please make sure you configured the according report template	No	Create a report template
14	Pinned: "Pinned campaigns" are used to group different campaigns within a view, similar to browser favorites. As soon as you have activated the checkbox "pinned" within the campaign, the campaign will appear on the dashboard within the according frame.	No	Pinned Campaigns
14	Delete protection: The system will keep a backup of the campaign in the system. If the campaign accidentally gets deleted, the support team will be able to restore it.	No	-

STEP 4 - Select one or multiple Scenario(s)

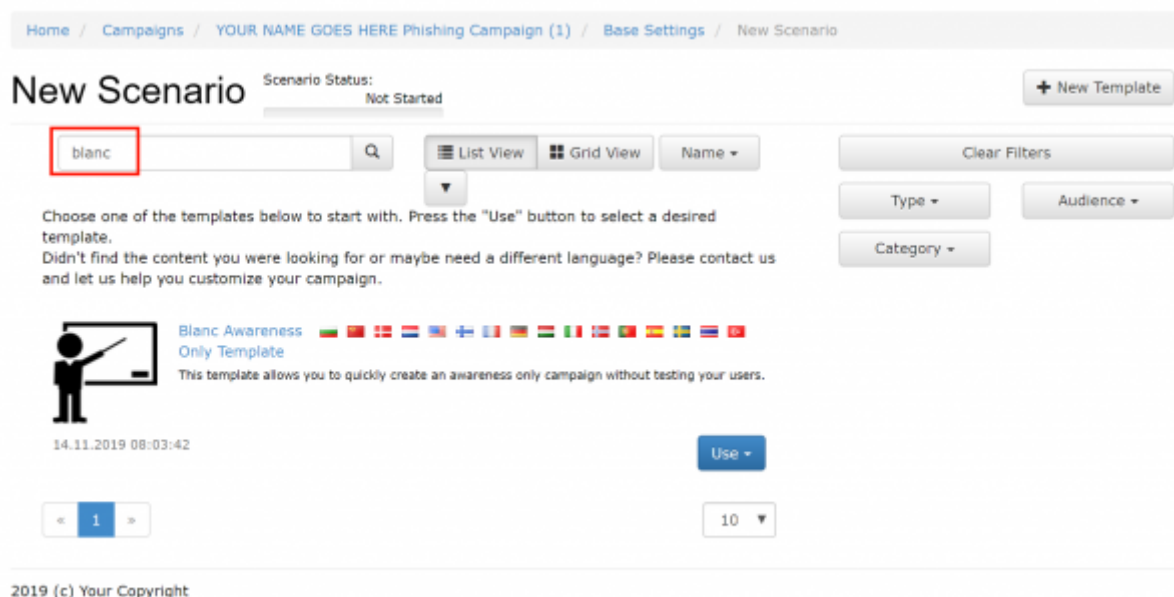
Now you need to select one or multiple scenarios. A scenario can be:

- An attack simulation scenario
- An Awareness training
- A technical test like [LHFC](#)

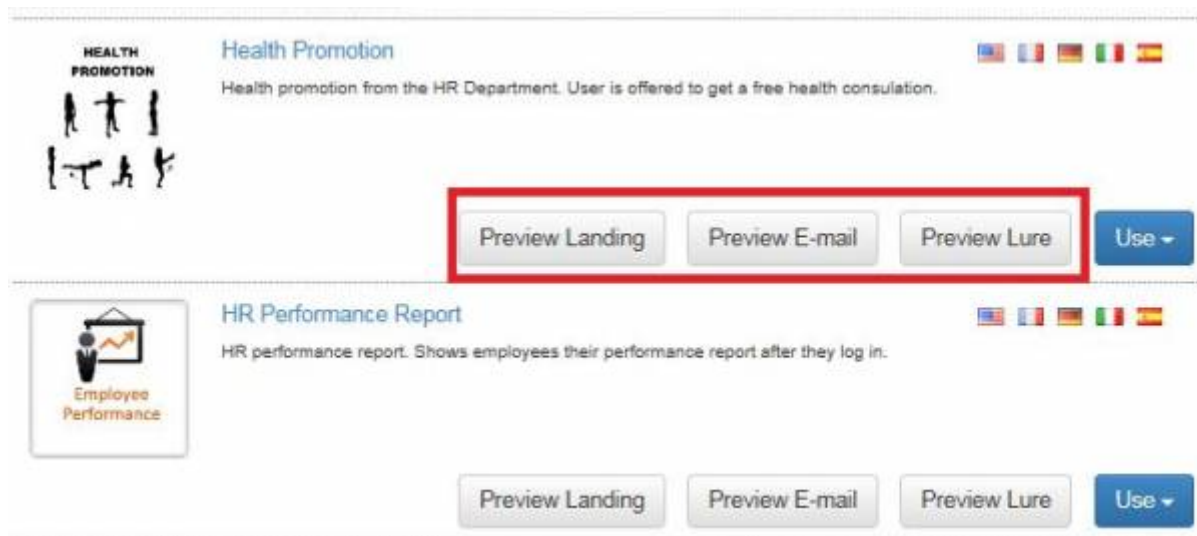
For a) & b): Please go to Base Settings and then click the "Add Scenario" button at top right

The screenshot shows the LUCY security dashboard interface. The breadcrumb trail at the top reads: Home / Campaigns / YOUR NAME GOES HERE Phishing Campaign (1) / Base Settings. The main header area displays 'YOUR NAM...' and 'Campaign Status Not Started'. On the right, there are 'Export' and '+ New Scenario' buttons. The left sidebar is divided into four sections: Results (Summary, Statistics, Reports, Exports), Configuration (Base Settings, Awareness Settings, Schedule, Recipients), Advanced Settings (User Settings, Custom Fields, Reminders), and Logs (Supervision Log, Message Log, Errors). The 'Base Settings' tab is highlighted in blue. The main content area contains form fields for Name, Client, Industry, and Notes, followed by a list of checkboxes for various settings: Enduser Profiles Enabled, Track Responses, Email Tracking, Antivirus/Firewall Protection Interval, Allow Awareness Rescheduling, Ignore repeated answers in awareness, Stop the Campaign Automatically, After I stop the campaign, send me a report to oliver@lucysecurity.com, Pinned, Delete Protection, Enable Anonymous Mode, and Enable SSO for Awareness Websites. A red arrow points from the 'Base Settings' tab in the sidebar to the '+ New Scenario' button in the top right corner.

If you want to do a training only campaign, please search for "blanc" in the search field and select the "blanc awareness template" as a placeholder for your awareness scenarios.



More info on a) in this chapter. You are able to preview every template before selecting it. In the **Preview Mode** you can test the site using all the features (just enter some random login to get to the next page).

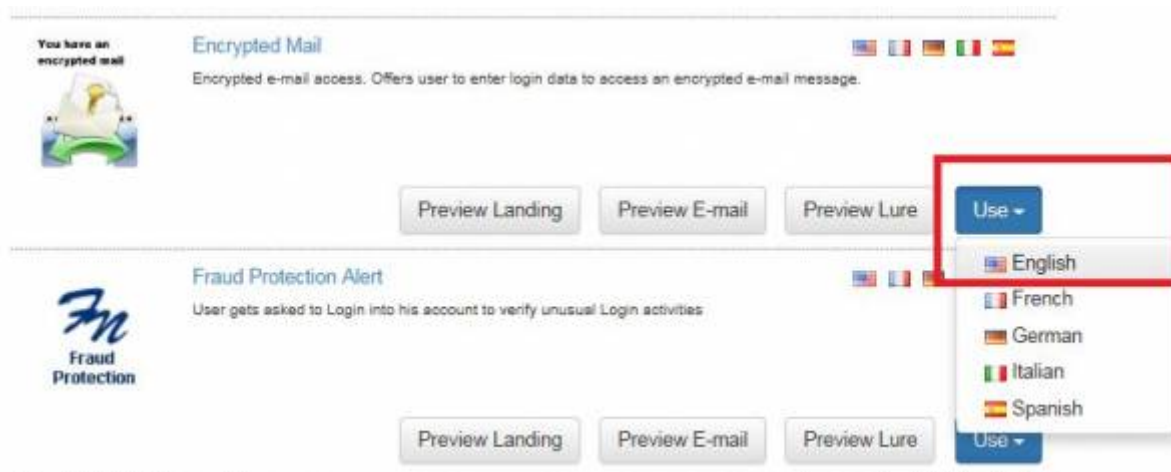


Notes

- **Use multiple Scenarios:** You can allocate multiple scenarios within one campaign and they can all be started simultaneously! Example: A company might want to split the employees into 2 or 3 groups. One group could get a phishing mail with a landing page that contains many obvious errors and should be easily detectable while the other scenario is almost perfect. This way the client can identify the variables that drive the awareness in one single campaign.
- **Editing scenarios in a campaign:** If you edit a scenario template within a campaign, the changes in the template will only apply to the campaign. If you change a scenario template in the generic settings, then the changes in the template are permanent.
- **Scenario Types:** Please learn which [different scenario types are available](#).

- **Update Templates:** Make sure you have [downloaded all the latest scenarios](#) first. If you allocate multiple scenarios in a campaign, you can still [activate or deactivate](#) them at a later point.

STEP 5: For this tutorial, as an example, we select the “Encrypted Email Scenario”, where the user will be asked to login with their Windows username and password to access an encrypted email message.



STEP 6 - Configure the Base Settings of the template

Once you have selected the scenario, you need to configure the **Base Settings** of this template. So every template has its own unique settings (mail delivery method, domain, ssl etc.). You could for example send an attack simulation X using the built-in mail server and an attack simulation Y using an external mail relay. You find the settings of each scenario if you click on the left navigation item under "Base settings" (the general campaign settings) and then at the bottom of the according settings in the scenario:

[Home](#) / [Campaigns](#) / [Lucy Phishing Campaign](#) / [Attack Settings](#) / [Scenario Settings: Test Campaign](#)

Test Camp...

Scenario Status: Not Started

Scenario Settings

Mail Settings

SSL Settings

Landing Page Template

Message Template

Errors

Template

Alert - suspicious URL access / English

Change/Select Template

Name

Test Campaign

Languages

English

+ Add

Landing Page

Domain

cloudserver324.com

Subdomain

URL Shortener

N/A

Advanced Tracking

☐ Track Opened Emails

☐ Advanced Information Gathering

Training Settings

☐ Send Link to Awareness Website Automatically via Email

What is considered a successful attack?

Data Submit

Collect Data

Do you want to store collected data?

Partial

Attack Type

☐ Double Barrel Attack

Login Regexp

%w.*w

Insert

Password Regexp

Insert

Save

Once you opened the specific scenario editing menu, please navigate to "scenario settings" to get back to this page at a later point:

Home / Campaigns / YOUR NAME GOES HERE Phishing Campaign (1) / Base Settings / Test / Scenario Settings

Test

Scenario Status: Not Started

Summary

Scenario Settings

Mail Settings

SSL Settings

Landing Page Template

Message Template

Errors

Template

Encrypted Mail / English

Change/Select Template

Name

Test

Landing Domain

cloudspace365.com

Subdomain

Languages

English

+ Add

☐ Track Opened Emails

☐ Send Link to Awareness Website Automatically

☐ Advanced Information Gathering

Success Action

Data Submit

Collect Data

Partial

☐ Double Barrel Attack

URL Shortener

N/A

Login Regexp

\w.*\w

Insert

Password Regexp

Insert

Save

Here is a list of configuration items in this menu:

Home / Campaigns / YOUR NAME GOES HERE Phishing Campaign (1) / Base Settings / New Scenario

New Scenario

Scenario Status: Not Started

Template

Encrypted Mail / English

Change/Select Template

Name

Test

1

Landing Domain

External IP

2

Custom Domain

91.228.53.232

3

Track Opened Emails

Send Link to Awareness Website Automatically

Advanced Information Gathering

Success Action

Collect Data

4

5

6

Data Submit

Partial

7

8

9

Double Barrel Attack

URL Shortener

N/A

10

11 Login Regexp

\w.*\w

Insert

Password Regexp

Insert

Save

Number	Description	Mandatory?	WIKI link
1	Scenario Name: First, give your scenario a name. This could be the name of the attack for example (like "social-media-hyperlink-attack")	Yes	-
2	Domain: Choose how your recipients will be able to access the webpage by defining the Domain. This domain does NOT relate to the email domain from where you send the attack simulations. It only refers to the landing page (the domain of the page that appears when users click the link). Finding the appropriate domain name is a very important step for the success and it depends very much on your campaign scenario. If you plan to create a fake web mail login you could reserve a domain like "webmail-server365.com" and point it to LUCY.	Yes	-
3	Sub Domain: If you selected a domain, you can now specify the subdomain. Lets say your main domain is cloudservices.com and you want to spoof your own company called "spoofy". The subdomain you could enter in this field could be "spoofy". The link to the attack simulation page then would be spoofy.cloudservices.com	No	-

Number	Description	Mandatory?	WIKI link
4	Track Opened Emails: Inserts an invisible image into outgoing emails to track if users opened the message. Use this feature carefully as some email servers may put such emails into the Spam Folder. Also, some email clients (like Outlook) block the automatic downloading of images in the Preview window.	No	Tracking
5	Send Link to Awareness Website Automatically: Send a link to the Awareness Website after a user has been successfully attacked. Please note that the Awareness Website should be published for this feature to work. You dont need to send the user an email for the training. You could also redirect the user to the trainings page directly within the attack scenario	No	Redirect user to the training
6	Advanced Information Gathering*: Enable this option to enable advanced information gathering on the user who accesses your attack simulation.	No	Advanced Information Gathering
7	Success Action: Defines what LUCY considers as a successful attack. There are 4 options. Those success action define at what point the elearning should be started. If you choose "data entry", the elearning would only be started once the user enters some data on a landing page. So if you use "data entry" as a success action on a file based template without a login, the elearning will never be sent to the user!	Yes	Success Actions
8	Collect Data: Choose "Full" if you want to record all entered logins and passwords, "Partial" to record only the first 3 letters (remaining letters will be masked with asterisks) or "No" to skip user data collection.	Yes	Do not transmit data
9	Double Barrel Attack: When using Double Barrel Attack, the system first sends a "Lure" email containing some teaser text. After that, the system waits for a while (you can configure that time in settings below) and sends an actual phishing email. The "Lure" delay defines, in seconds, the time frame between the Lure and the attack emails for a Double-Barrel Attack.	No	-
10	URL Shorting: When you place the %link% variable within the message body and your scenario uses a public domain name, it will automatically be shortened. The link will look like " http://is.gd/9VjDKF " to fit into one text message. If you use an IP address for your landing page the link will be not shortened.	No	URL Shortener
11	Login Regex: Another option is to define some login filters to only catch valid logins (you could define the Domain Name in the User Name field or say that the Password has to be at least 8 characters to be accepted from LUCY).	No	More Info

Once you saved the base scenario settings, a new menu for this specific scenario will appear to the left:

Home / Campaigns / YOUR NAME GOES HERE Phishing Campaign (1) / Base Settings / Test / Scenario Settings

Test

Scenario Status: Not Started

[Summary](#)
[Scenario Settings](#)
[1 Mail Settings](#)
[2 SSL Settings](#)
[Landing Page Template 4](#)
[Message Template 5](#)
[Errors](#)

Template Encrypted Mail / English [Change/Select Template](#)

Name

Landing Domain ⓘ

Subdomain ⓘ

Languages [+ Add](#)

☐ Track Opened Emails ⓘ

☐ Send Link to Awareness Website Automatically ⓘ

☐ Advanced Information Gathering ⓘ

Success Action ⓘ

Collect Data ⓘ

☐ Double Barrel Attack ⓘ

URL Shortener

Login Regexp ⓘ [Insert](#)

Password Regexp ⓘ [Insert](#)

[Save](#)

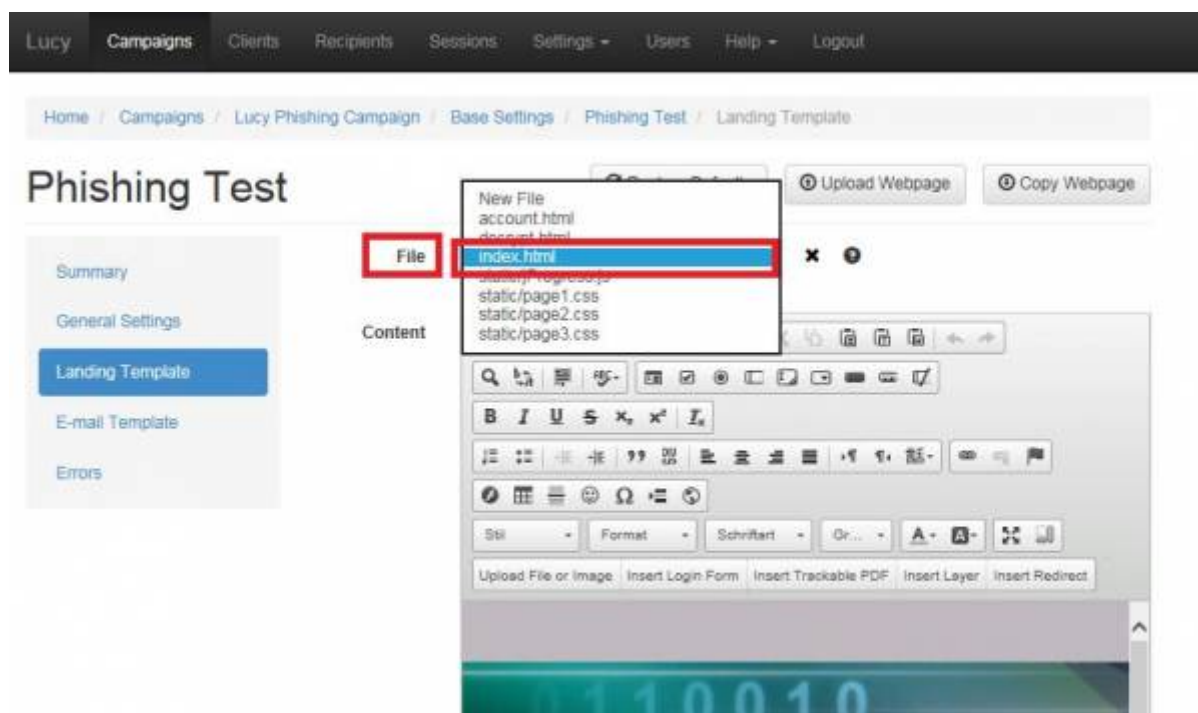
It allows you to configure more options. Some of them are part of the next chapter. Two should be listed here

- **SSL (1):** If you decide to use SSL for the campaign (either generate a custom certificate or import a trusted certificate) you can do this via the [SSL Wizard](#).
- **Mail Delivery Method (2):** each scenario will be sent by the [mail delivery method](#) you specified in the generic settings. Those settings can be overwritten for each single scenario here. In LUCY the default delivery method for mails is using the build-in Postfix mail server. As many SPAM filters will block mails coming from a new IP-address that has no reputation, the administrator can decide to configure an external mail relay.

STEP 7 - Edit your Landing Web Page within Your Campaign (4)

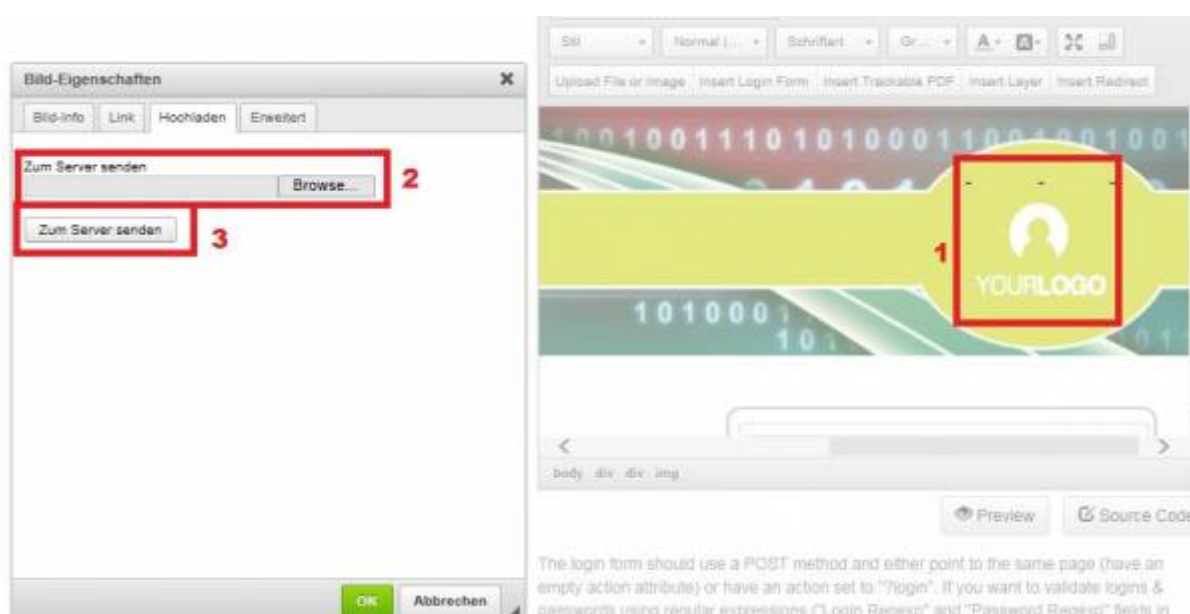
After saving the Base Settings, you can now [Edit the Landing Page](#), [Upload Your Own Webpage](#) or simply [copy any website on the internet](#). The Landing Page is the webpage that the users will see

when they click on the link in the email they receive. First, select the drop-down menu at the top the page where you want to edit. Please note that the same landing page may be available in different languages. So make sure you [edit the correct language](#).



Note: If you edit a Landing Page which is based on a pre-defined scenario template in a campaign, it won't affect the default scenario templates. Only if you go into Settings/Scenario templates and start editing the templates outside the campaign will all changes be stored permanently to this specific scenario.

Let's assume that you want to replace the logo on the Landing Page: Just double click on the existing logo (1). Select your own image (2), upload it (3) and save the changes by clicking "OK".



STEP 8 - Configure the Message Template (Email or SMS)

It's time to setup email communication (if you want you can also use [SMS](#) as an alternative).

The screenshot shows the 'LUCY Test Campaign' configuration window. On the left is a sidebar with navigation links: Summary, General Settings, Landing Template, E-mail Template (highlighted in blue), and Errors. The main area is titled 'Sender Name' and contains the following fields and options:

- Sender Name:** Peter Test
- Sender E-mail:** peter@phishing-server.com
- ☐ Random E-mail
- Subject:** Please access your encrypted mail
- Forward E-mail:** (empty field)
- ☐ Use Reply-To Header

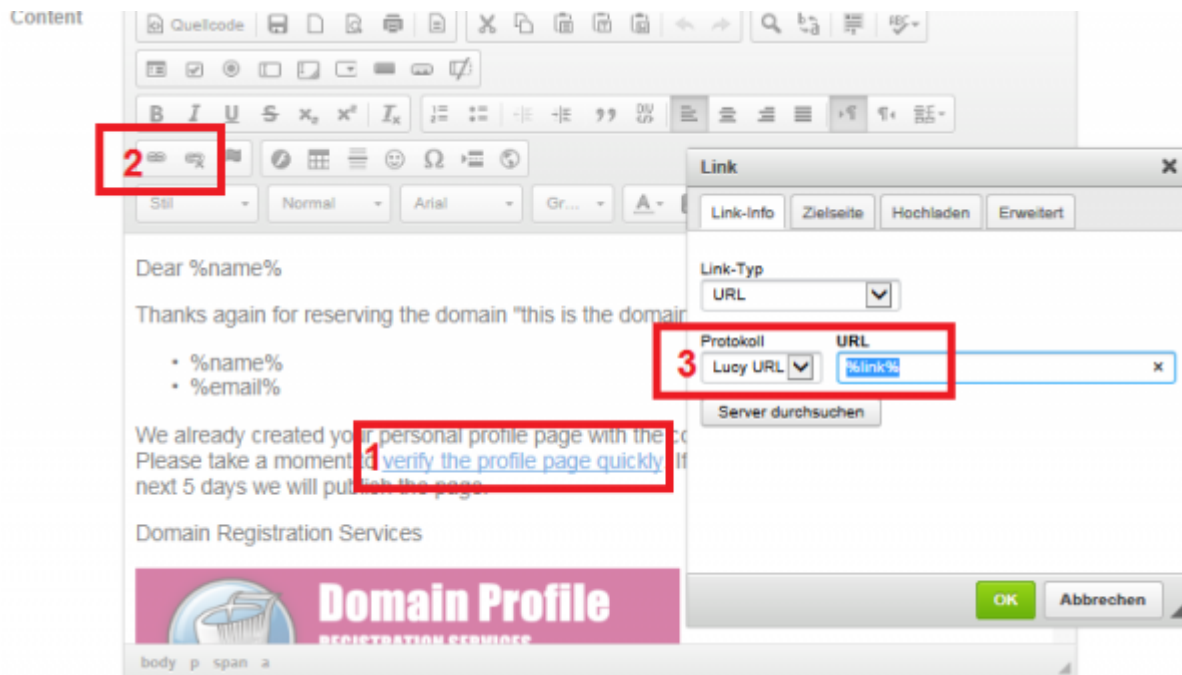
Below these fields is a 'Content' section with a rich text editor. The editor's toolbar includes options for text formatting (bold, italic, underline, strikethrough, text color, background color), alignment, bulleted and numbered lists, indentation, link insertion, unlink, image insertion, and a file/image upload button. The content area of the editor displays the following text:

Dear %sname%

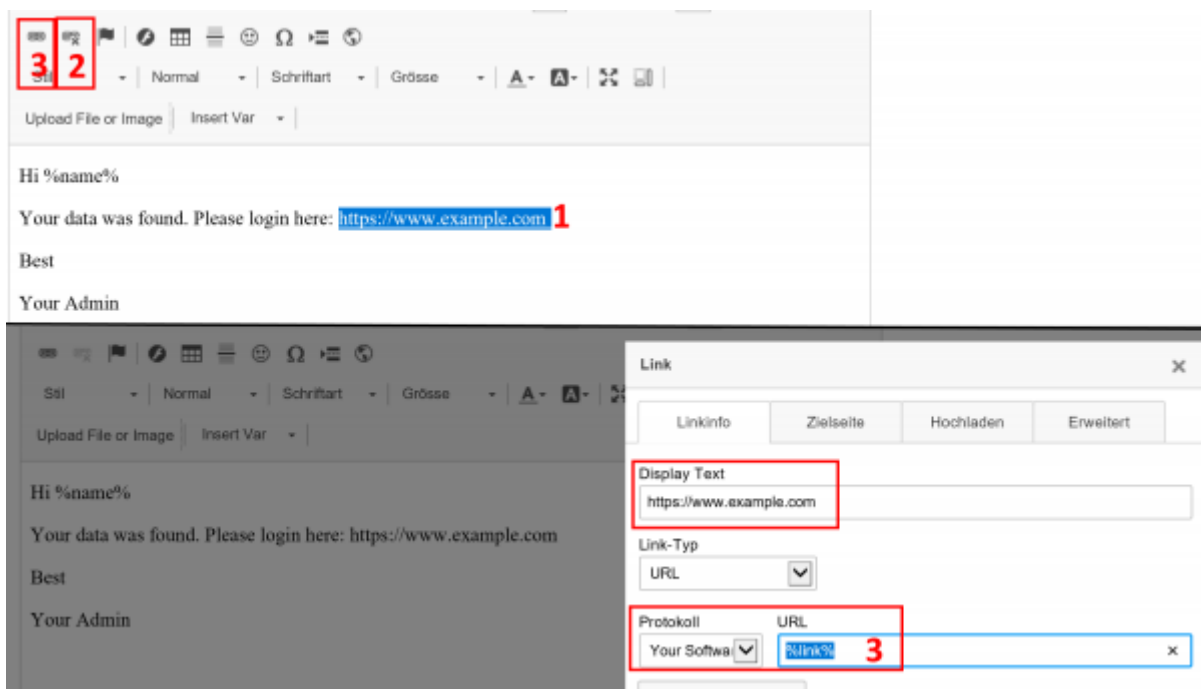
You have received an encrypted message with „Microsoft Office 365 Cloud Services“. You can access it using our new webbased mailplatform "Secc-Mail" under the following link: %slink%. Please sign in with your Windows username and password to decrypt the message.

Sandra Smith
IT Exchange Team / EMEA

- **Step 8a:** Choose your **sender's name, email address and subject** (**Note:** The most common reason for emails not arriving at your Recipient's Inbox are SPAM filters. When using a known email domain like test@microsoft.com or a non-existing email domain like test@nonexistant.com, your email might get deleted by SPAM filters. Some public email providers are very restrictive and might not even forward emails to your Recipient's SPAM folder. To verify this you can use LUCY's built-in [SPAM Checker](#)).
- **Step 8b:** Please also **choose the language** for each group. If you configured an English landing page, then select English also within that recipient group. If you have different groups with different languages within your company you can simply create a group and select a language for each recipient. LUCY then will direct each user to an individual landing page that [matches that language](#).
- **Step 8c: Insert a link.** The editor allows you to insert a link. You have two options: either insert %link% somewhere in your email body (this will generate a randomized link to identify the user) or select and mark a word in your mail body (1) and then click on the link symbol (2) and then insert the "LUCY link" with %link% in the input field.



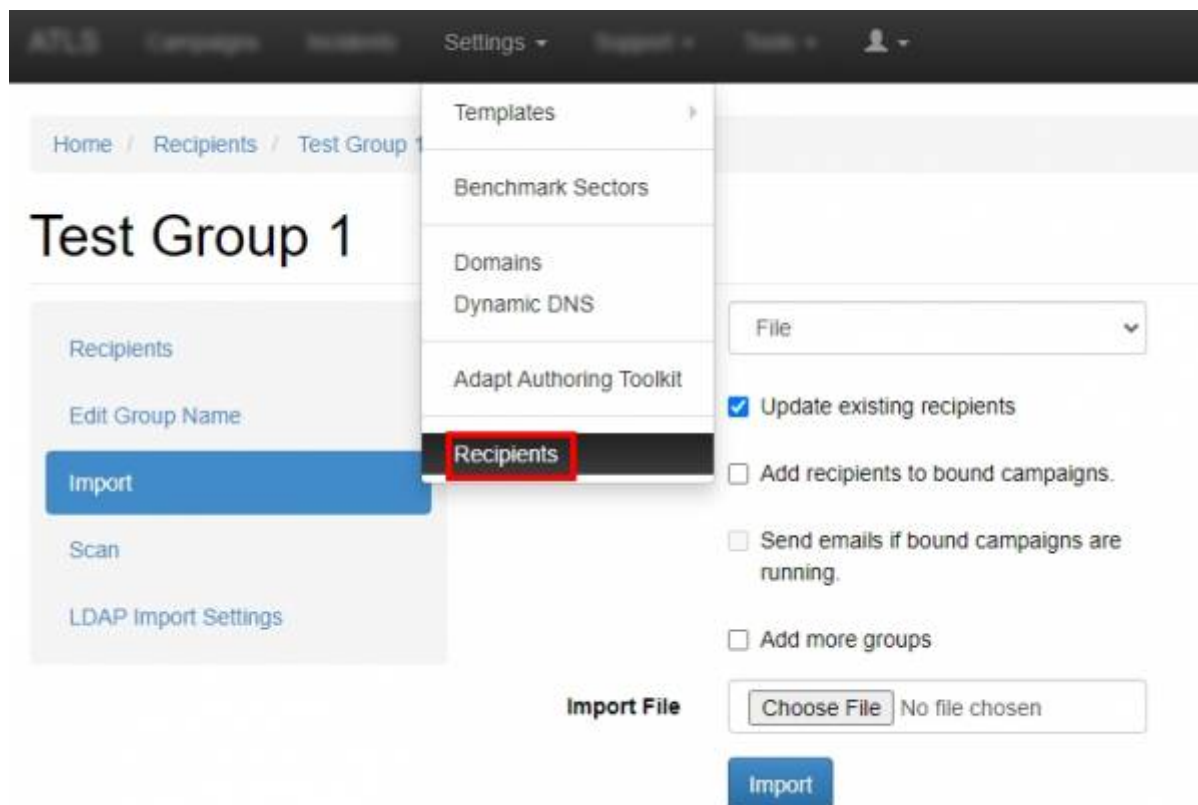
Please make sure the link variable is set in the HTML code, if you hide it behind another Link. If you type a hyperlink instead of a word, the editor will automatically detect that, and create the link in the code. But this link will be wrong: If you type <http://www.example.com> in the editor, LUCY will automatically create a hyperlink to <http://www.example.com> in the HTML code (1) and underline the URL. But if you want <http://www.example.com> pointing to your LUCY URL, please remove the link pointing to <http://www.example.com> in the source code directly, or remove it by clicking on the "unlink" symbol (2), and then select the text "<http://www.example.com>" and click on the link symbol again and insert %link% in the HTML code (3).



For all other settings please read the [Mail Settings Chapter](#).

STEP 9 - Add recipients

You need to create the Recipients List in the Menu item "Recipients".



This is the list of users that will get the phishing emails. You can add them manually, import a file with all your recipients, [import them via LDAP](#) or even search them on the internet. Once you have created that group, you can select it in your campaign and map them to a specific scenario. You can also define if they should be used only for the Landing Page link, the [Awareness site link \(e-learning\)](#) or both.

Please read the [Recipients Settings Chapter](#) for more configuration options.

STEP 10 - Add Scheduling Options to Your Campaign

If you want, you can create a schedule to run the campaign using a delay or customized time delays between campaign phases. If you are new to the system, we'd recommend that you go with the Default Timing Settings and skip this step. Please read the [Schedule Settings Chapter](#) for more configuration options.

Step 11 - Add E-learning Content to Your Campaign

You have the ability to provide the user with some awareness training in case he fails the phishing simulation. A failure to pass the phishing simulation is considered as a successful attack in LUCY. Therefore, it is very important that you define what you consider as a [successful attack](#) (because only those who have been successfully tested, will receive an awareness training). The awareness training can be done in two ways:

- **Send the eLearning via Mail:** There is the option to have LUCY automatically send some e-learning content to all users or only users who have failed the phishing test. This configuration setting is part of an [Separate Chapter \(E-learning\)](#). If you want the users to get an e-mail with a link to the awareness content, you need to make sure that in "STEP 7 - Configure Basic

Settings" the checkbox "Send Link to Awareness Website Automatically" is selected and you configured an awareness template (mail and optional landing page).

Stats Scenario Status: Not Started ▶

Summary

- Scenario Settings
- Mail Settings
- SSL Settings
- Landing Page Template
- Message Template
- Errors

Template Encrypted Mail / English [Change/Select Template](#)

Name Stats

Domain security-verification.xyz ▼

Subdomain stats

Languages English [+ Add](#)

☐ Anonymous Mode ⓘ

☐ Track Opened Emails ⓘ

☒ Send Link to Awareness Website Automatically ⓘ

☐ BeEF Information Gathering ⓘ

- **Redirect the user from the phishing simulation directly to the eLearning page:** If you don't want the e-learning content to be delivered via mail you can also [redirect the user directly to a landing page with the awareness content](#). Among the many variables that may be used in LUCY there is one called %link-awareness%. You can place that in the redirect input field described above (hyperlink based or web based). It will redirect the user automatically to the eLearning content when a link is clicked or data is submitted.

Home / Campaigns / hyperlink / Base Settings / New Scenario

New Scen...

Scenario Status: Not Started ▶

New Scenario

TemplateBadooo - People want to meet you! / English

Change/Select Template

NameTest

DomainExternal IP

Custom Domain91.228.53.87

☐ Use SSL

☐ Anonymous Mode

☐ Track Opened Emails

☐ Send Link to Awareness Website Automatically

☐ BeEF Information Gathering

☐ Double Barrel Attack

Redirect URL

Save

Landing Page Template

Message Template

Errors

Quick Tips

Form Login Parameters

Track Downloads

Landing Page Variables

Content

Insert Redirect

1

2

3

Preview

Source Code

Step 12 - Start Your Campaign

Now you are ready to start. Although we recommend performing a test run with a single recipient before you start attacking all users, additionally it is a good idea to use the [LUCY SPAM Checker](#). Just click "Real Attack" and LUCY will test your settings before starting the campaign. If you want to skip the checks, press "Skip Checks". Your first recipients should receive the emails within seconds. Please

read the [Start Campaign Settings Page](#) for more configuration options. If you experience any problems with starting/running your campaign, please [Consult the Troubleshoot Section](#) first.



Step 13 - Monitor Your Campaign

The progress of the campaign can always be monitored in Real-Time. Click "Statistics" within your campaign. Please read the [Statistics Chapter](#) for more configuration options.



Step 14 - Create Reports

Once you have finished the campaign, you may either [export the raw data](#) (CSV/TXT export) or create different types of reports (PDF, HTML, DOX or raw export). Please read the [Creating Reports Chapter](#) for more configuration options.



Troubleshooting

If you experience problems with your campaign please use this WIKI with the free text search option or contact us under support (at) lucysecurity.com

From:

<https://wiki.lucysecurity.com/> - LUCY

Permanent link:

https://wiki.lucysecurity.com/doku.php?id=expert_mode_campaign_creation&rev=1575029284

Last update:

2019/11/29 13:08

