

Types

PHISHING vs SPEAR PHISHING vs WHALING

A COMPLETE GUIDE TO SOCIAL ENGINEERING ATTACKS

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PHISHING	VS	SPEAR PHISHING	VS	WHALING
<p>1 FOCUS Broad & Generic Attacks Aimed at mass audiences with general hooks; no research on individuals.</p> 		<p>1 FOCUS Targeted & Specific Attacks Aimed at specific groups or individuals; research-based and customized.</p> 		<p>1 FOCUS High-Level & Extremely Targeted Aimed at C-suite executives, board members; deep research on profiles.</p> 
<p>2 DELIVERY Mass Distribution E.g., email blasts, SMS (smishing), automated voice calls (vishing); often automated.</p> 		<p>2 DELIVERY Strategic & Research-based Focused emails, social media messages to employees within a company or industry.</p> <p style="text-align: right;">Strategic HARPOON</p> 		<p>2 DELIVERY Impeccably Strategic Extremely high-quality, legitimate-looking emails or BEC (Business Email Compromise).</p> 
<p>3 TACTICS Deceptive & Urgency Impersonating banks, retailers, gov. agencies; creating fear to force actions (clicks, logins).</p> 		<p>3 TACTICS Personalized & Convincing Uses known names, projects, interests; appears from trusted or external sources.</p> <p style="text-align: right;">Customized logic</p> 		<p>3 TACTICS Authoritative & Financial Requests large wire transfers, confidential financial reports, proprietary data; uses authority.</p> <p style="text-align: right;">WIRE</p> 
<p>4 TARGET Unsuspecting Individuals Customers, users, general employees; goal: large numbers of low-effort captures.</p> 		<p>4 TARGET Organizations & Employees Mid-level staff, managers, HR, departments; goal: specific access or sensitive data.</p> 		<p>4 TARGET C-Level Executives CEOs, CFOs, COOs, Board Members; goal: massive financial gain or strategic information.</p> 
<p>5 FEATURES Low Cost, High Volume Relies on widespread distribution and human curiosity; easy to replicate</p> 		<p>5 FEATURES Higher Sophistication Requires reconnaissance and planning; more difficult to detect than generic phishing.</p> 		<p>5 FEATURES Ultimate Sophistication Requires months of planning; standard security filters often fail to detect; highest risk.</p> <p style="text-align: right;">HARPOON</p> 

MODERN SECURITY APPROACH: Adopt Phishing Resistance & Threat Intel for Unified Protection

Convergence unifies broad mass detection & deep targeted research for comprehensive social engineering visibility.

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