

# CYBER MONDAY BREEDS CYBER CRIME



## CYBER MONDAY



For online businesses, Cyber Monday is the most lucrative 24 hours of the year. Customers take advantage of huge savings, jumpstarting the holiday shopping season - just look at these stats.

**\$2.29 BILLION**  
IN SALES

**850 MILLION**  
PAGE VIEWS PER MINUTE  
(HIGHEST ON RECORD)

**OVER 5.5 MILLION** "CYBER MONDAY" SOCIAL MEDIA MENTIONS  
{ LAST THANKSGIVING SEASON }

## CYBER CRIME



But Cyber Monday is a hacker's version of shooting fish in a barrel. Credit card numbers are tossed around like beach balls at a music festival, and shoppers will click on anything that looks like a coupon. It only takes a hacker 10 minutes to build a convincing fake social media profile, complete with a "DISCOUNT" link, and launch the perfect phishing or malware attack.

**64%**  
OF ORGANIZATIONS REPORT AN INCREASE IN CYBER CRIME ON CYBER MONDAY

PHISHING LINKS GO UP AS MUCH AS **336%** AROUND THANKSGIVING

**MORE THAN 30 MILLION** MALICIOUS POSTS ON SOCIAL NETWORKS DAILY

## HOW ARE THE ATTACKS CARRIED OUT?

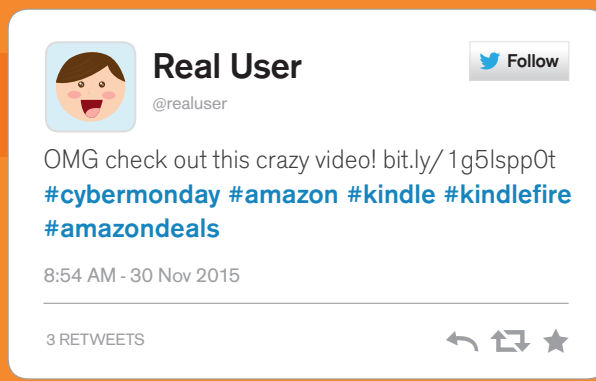


### SPEAR PHISHING

Hackers build a convincing fake email or landing page to trick users into believing they are interacting with a real company. Any credentials, username, password or credit card info inputted by the user can be stolen by the hacker.

### HASHTAG HIJACKING

Hackers use trending hashtags to amplify their message, spread spam, malware or phishing links. In particular, businesses marketing about Cyber Monday via social media are at risk.



### CLICKBAITING

Hackers post a link to social media with an enticing headline, perhaps about too-good-to-be-true savings. Cyber Monday shoppers are more willing than ever to trust an outrageous deal.

## WHAT CAN YOU DO?



### CONSUMERS



### BUSINESSES

1

Be wary of pop-ups, redirects, or anything that looks like it could be a fake page.

1

Monitor social media for malware or phishing posted with your hashtags, images or messaging.

2

Don't click on anything sent via social media or email - go to sites directly to verify coupons.

2

Protect customers by over-communicating with them about your official sources for deals and discounts this season

3

Hover over links before clicking and watch for misspellings, inauthentic handles or email addresses.

3

Look for impersonator accounts on social media and work with the social networks to take down fraudulent accounts.

**BE VIGILANT**

CYBER MONDAY IS A SHOT OF ADRENALINE TO THE ECONOMY, BUT ONLY IF IT'S DONE SAFELY AND SECURELY. CYBER CRIMINALS ARE HUNTING FOR GULLIBLE SHOPPERS AND VULNERABLE BUSINESSES. WHEN YOU SHOP THIS CYBER MONDAY, SHOP WITH CARE.

VISIT **ZEROFOX.COM** FOR MORE INFORMATION ABOUT SOCIAL MEDIA CYBER CRIME.