



# CYBER ASSESSMENT FACT SHEET

## Phishing Campaign Assessment



DEFEND TODAY,  
SECURE TOMORROW

February 2022

### OVERVIEW

CISA's Phishing Campaign Assessment (PCA) measures a workforce's tendency to click on email phishing lures. Malicious cyber actors commonly use phishing to collect sensitive information or to obtain initial access to a network. Based on CISA testing, phishing is the number one means of malicious cyber actors obtaining initial access into a private network. Stakeholders can use PCA results to inform the anti-phishing training and awareness that they provide to their workforce.

PCA is designed to:

- **Test** and assess the behavioral responses of a specified target user base when presented with expertly crafted phishing emails emulating real world threats.
- **Inform** leadership of potential training and awareness improvements based on the metrics gathered through the course of the assessment.

### OBJECTIVES

- Reduce risk to malicious phishing email attempts by testing and informing users.
- Understand how users are enticed to click on links and report suspicious activity.
- Emulate malicious phishing activity to provide a quality learning experience.

### PHASES

Pre-Planning	Planning	Execution	Post-Execution
<b>Stakeholder:</b> <ul style="list-style-type: none"> <li>• Requests service.</li> <li>• Receives PCA briefing documents.</li> <li>• Signs and returns documents.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>CISA</b> confirms schedule.</li> <li>• <b>Stakeholder</b> approves email templates.</li> <li>• <b>CISA</b> tests email delivery/receipt.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>CISA</b> sends increasingly deceptive phishing emails from -approved templates.</li> </ul>	<b>CISA:</b> <ul style="list-style-type: none"> <li>• Provides weekly click-rate summaries.</li> <li>• Provides final review and report.</li> </ul>

### HOW TO GET STARTED

Contact [vulnerability@cisa.dhs.gov](mailto:vulnerability@cisa.dhs.gov) to get started. Please keep in mind:

- CISA's assessments are available to both public and private organizations at no cost.
- Service availability is limited; service delivery timelines are available upon request. CISA prioritizes service delivery queues on a continuous basis to ensure no stakeholder/sector receives a disproportionate amount of resources and that the data collected is a diverse representation of the nation.