Increase YourSkills

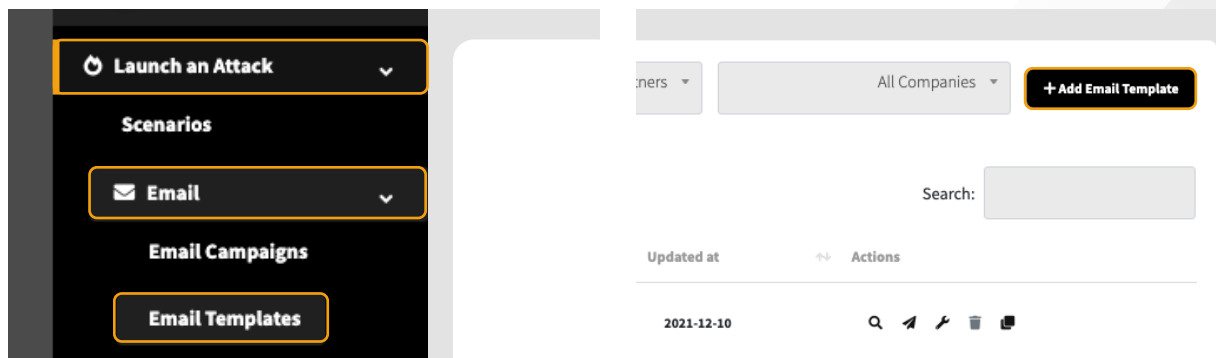**INSTRUCTIONS: CREATING AN EMAIL TEMPLATE IN THE PHISHING ATTACK SIMULATOR**

TABLE OF CONTENTS

CREATING AN EMAIL TEMPLATE

Create an email template

To start creating an email template, click on **Launch an Attack → Email → Email Templates** in the left-hand menu, then click on **Add Email Template** in the upper right-hand corner.

Basic options

The first step is to name your email. This name will help you to find your template more quickly later on. This name will not be displayed in the email that you send.
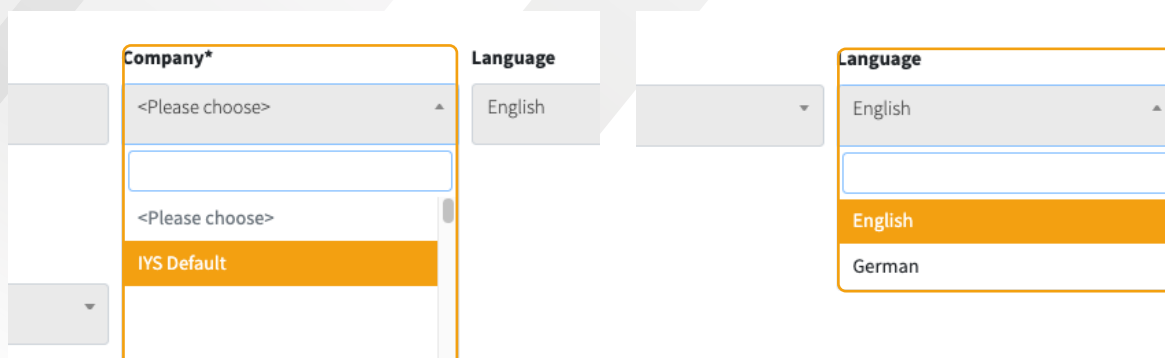

As an IYS partner, you can create company profiles for your corporate clients and assign your desired clients to your template under the heading **Company**.

The **language selection** helps you filter your templates, so you can see whether the desired template is in German or English (the language has no other effect on your email template).

Tracking options

In addition to **tracking the opening of the email**, you can add other tracking options such as **clicking on a link** or **signing into a fake login page**.

If you have chosen **clicking on a link** as a tracking option, the next step is to insert a **target URL** to which your link click should lead.

Whilst you have to add a tracking method between **clicking on a link** or **signing into a fake login page**, selecting **Opening of a default attachment tracking** is optional.
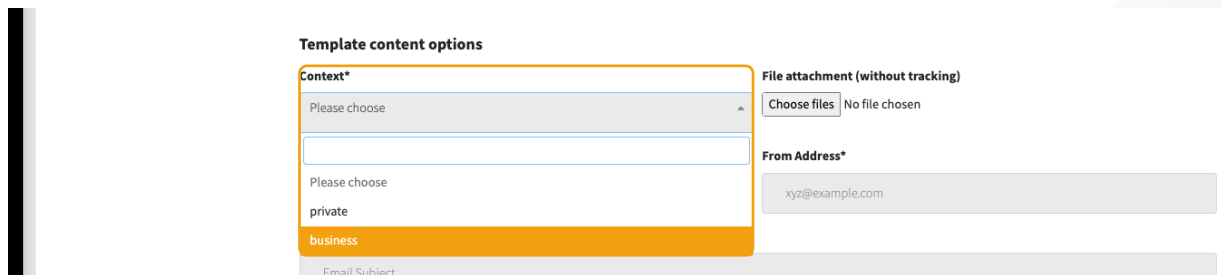

If you decide to track the opening of file attachments, you must give them a name. Please note that the system always adds the extension ***.html** to the end of the file.

Template content options

To make it easier to measure in the reporting whether your employees interact with more **private or business-related** emails, you can opt to manually set this option.


To spoof your employees (disguise your identity), you are free to enter the data of any real or fictitious person, department, company, etc., into the fields **From Name** and **From Address**. In the **Email Subject** field, briefly describe the content of your email. This information will be displayed in the preview of the target's mailbox.
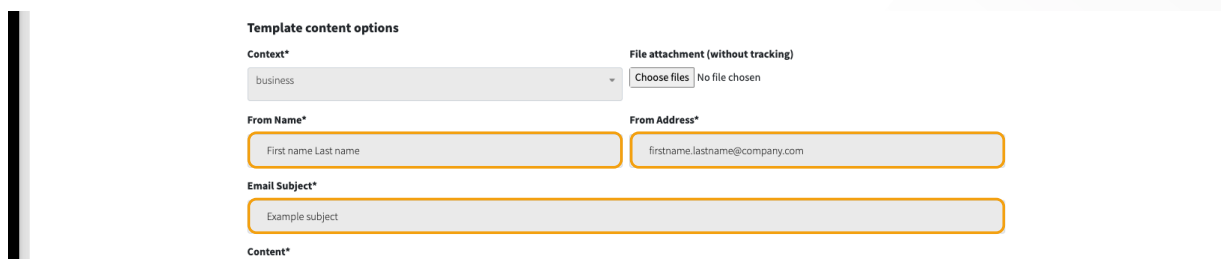
Insert content

Now it's time to create the email itself. You can be as creative as you like. Simply enter **text** in the editor, work with **tables**, or write your own HTML in the **source code**. The editor is designed so that anyone can create realistic templates.
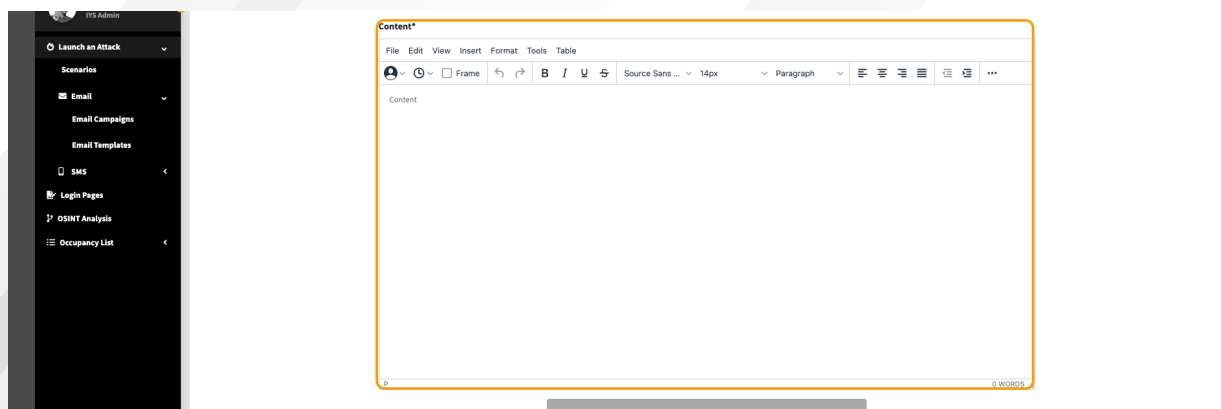
You can expand the **list of options** by clicking on the three **dots** on the right-hand side of the **editor**. Displayed in the **menu bar**, you will find numerous other features that are the same as those in other text editing programs, allowing you to adjust **colours, fonts, paragraphs etc.**
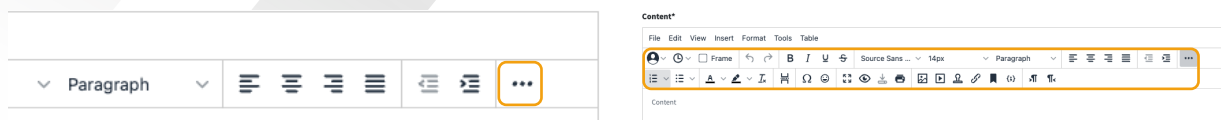
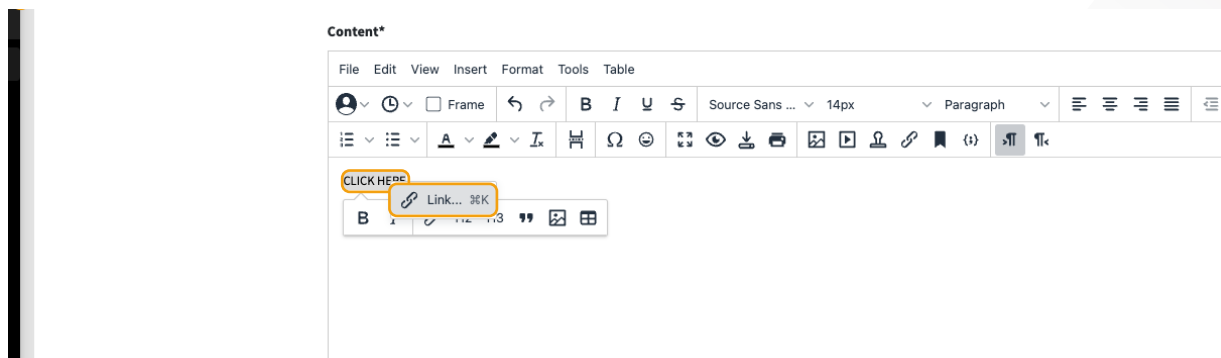## Creating a tracking link

A **tracking link** must be created so that a link click can be measured in the reporting. (Tracking option: clicking on a link **must** be selected). To do this, highlight the text you want displayed as a link, right-click on the text and choose the option to **Link**.

In the **URL** field, type **%target%**. The system will assign this link to your **target URL** from the tracking options. Then click on **Save** to confirm the process.
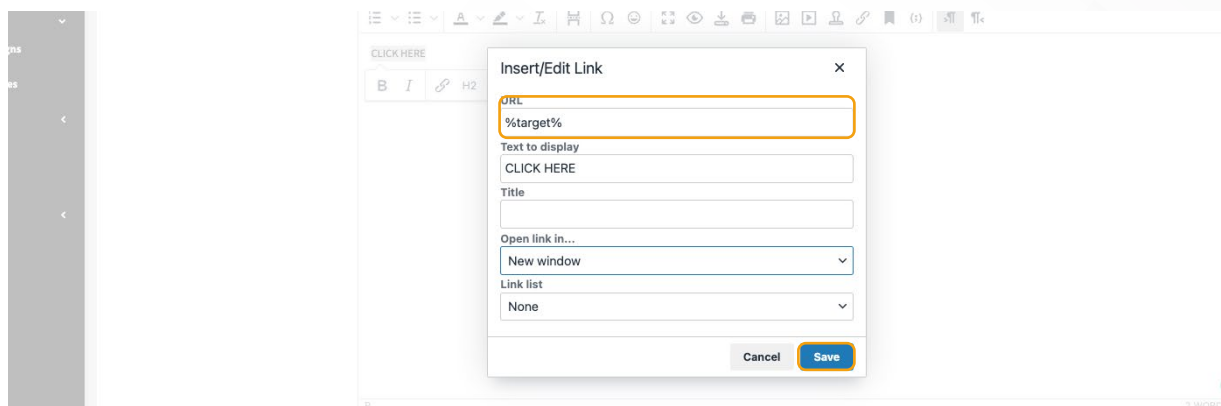
Insert placeholder

In addition to the **%target%** option, the Phishing Attack Simulator has other commands that further allow you to personalise your email template. You can select the **Instructions button** in the editor for an overview of the individual functions.
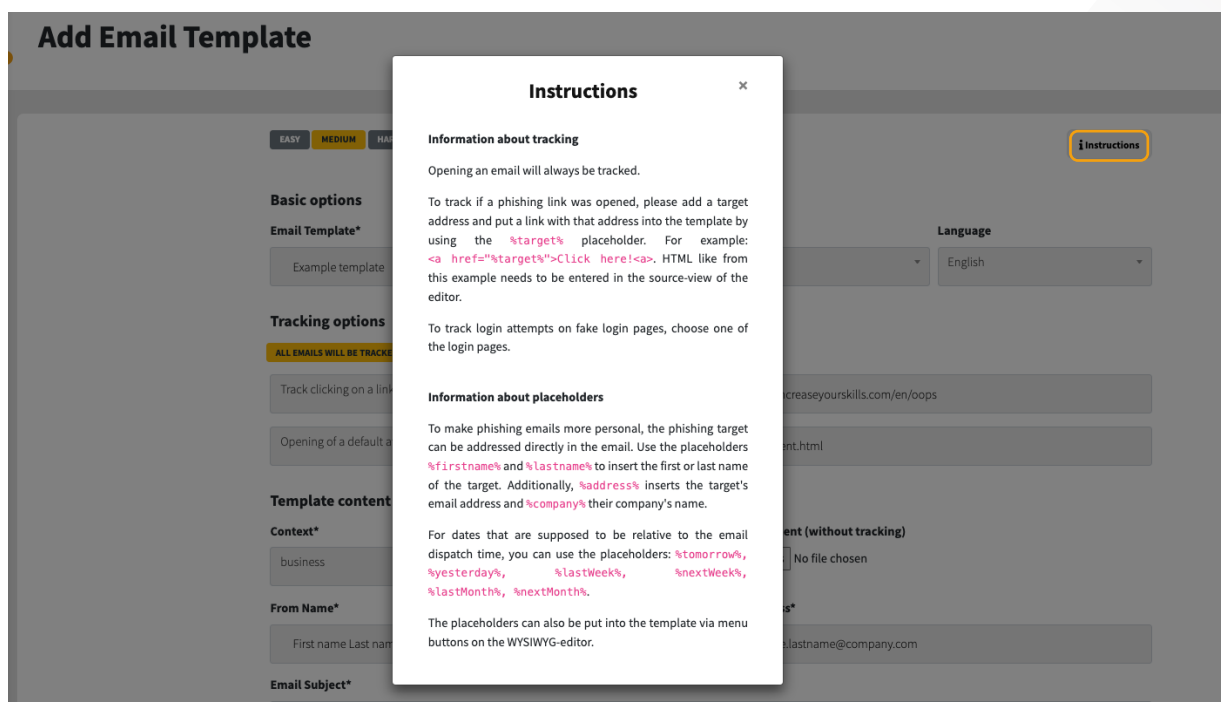
You can also use the **menu bar** in the editor to insert **placeholders**.

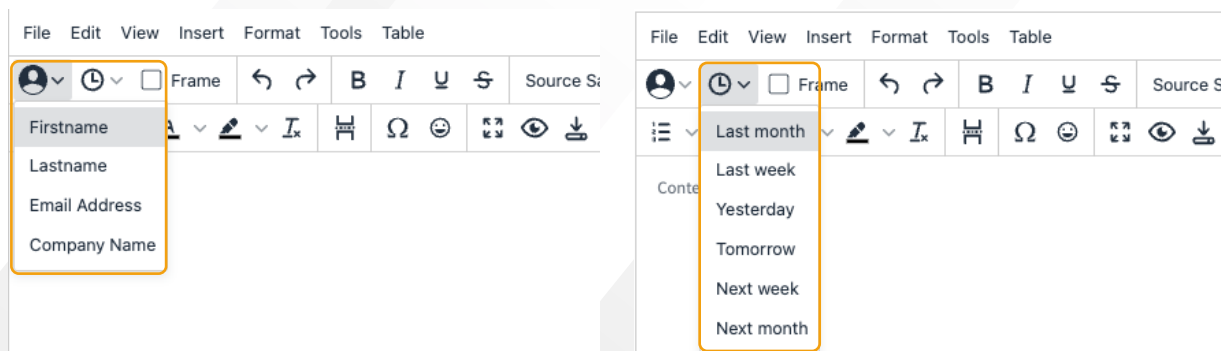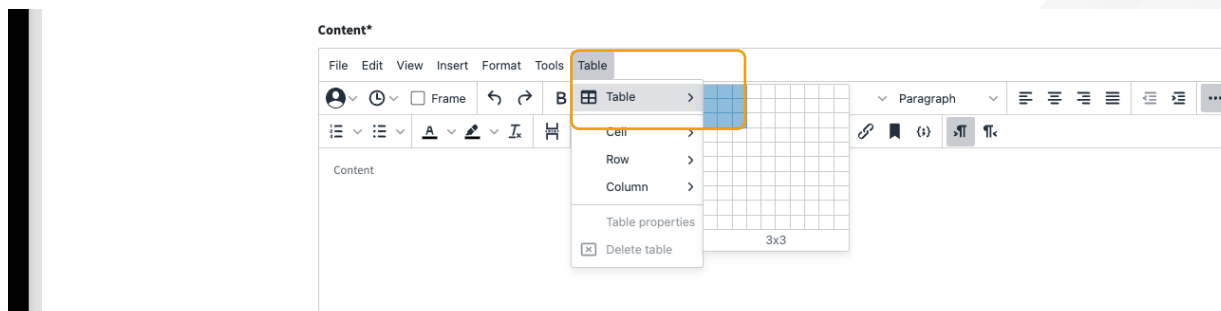# CREATING TABLES

Why use tables?

Using tables, you can structure email templates more easily and make them look more professional.

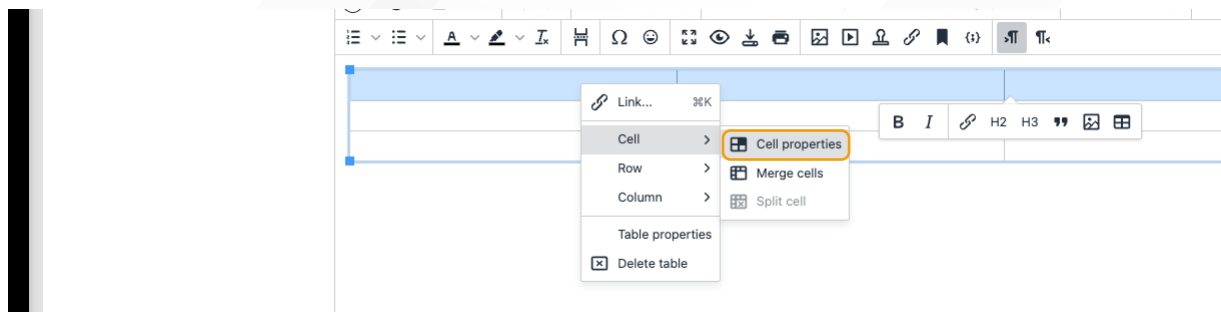## Create a table

With the editor in front of you, go to the menu item **Tools → Table** and select your desired table size. In the example, a table with three columns and three rows is selected.

Cells: Changing colours

For example, to colour the top three cells for an email header, select them, then **right-click** and go to **Cell properties**.


A window will open in which you can adjust your desired properties. Click on the **Advanced** tab in the menu on the left. Now you can configure your preferred settings. In the example, the **background colour** of the selected cells will be changed. Click on **Save** to apply the changes.
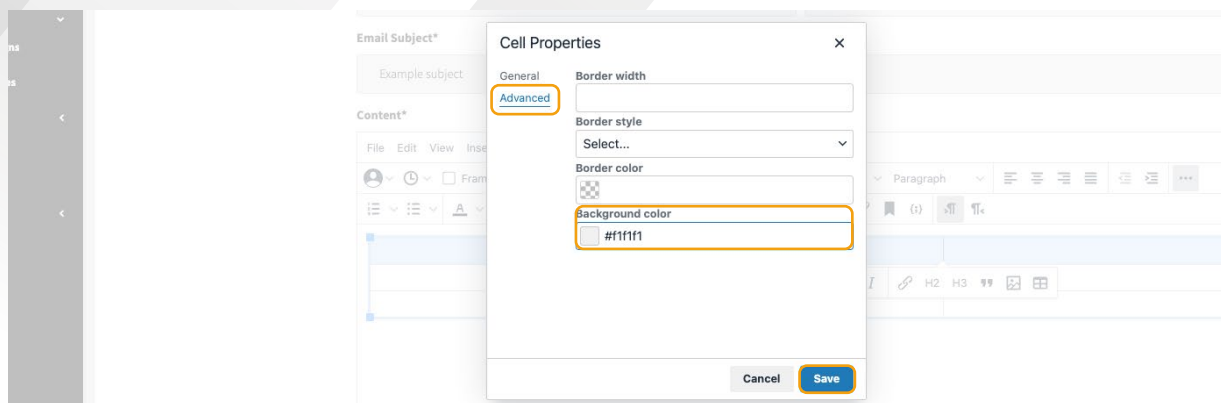
Cells: Removing borders

When you have finished setting up your table, you just need to remove all the borders. To do this, select your entire table and the command **Cell properties** again. Here, under **Advanced → Border style**, you select the option **None**. Click on **Save** to apply the changes.
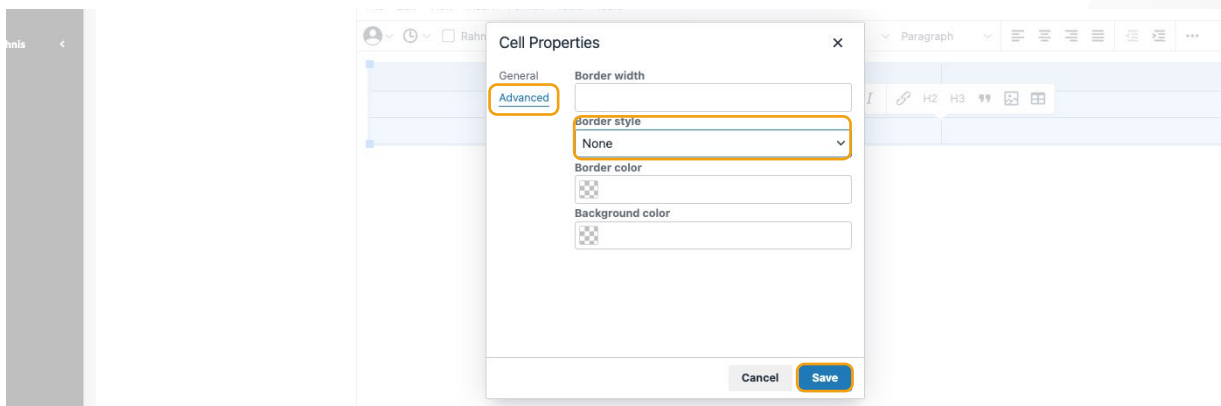
## Tables: Removing borders

Finally, to remove the table border, repeat the previous steps. **Right-click** on **Table properties → Advanced → Border style** and select the option **None**. Click on **Save** to complete the process.
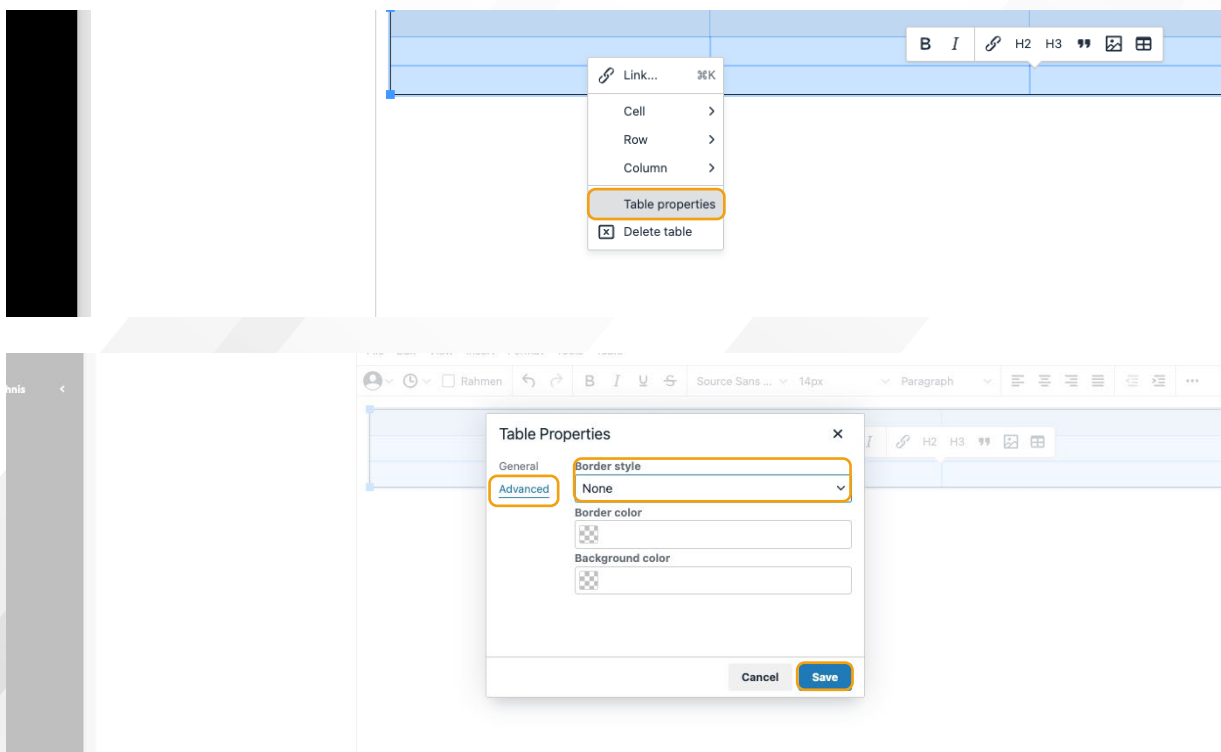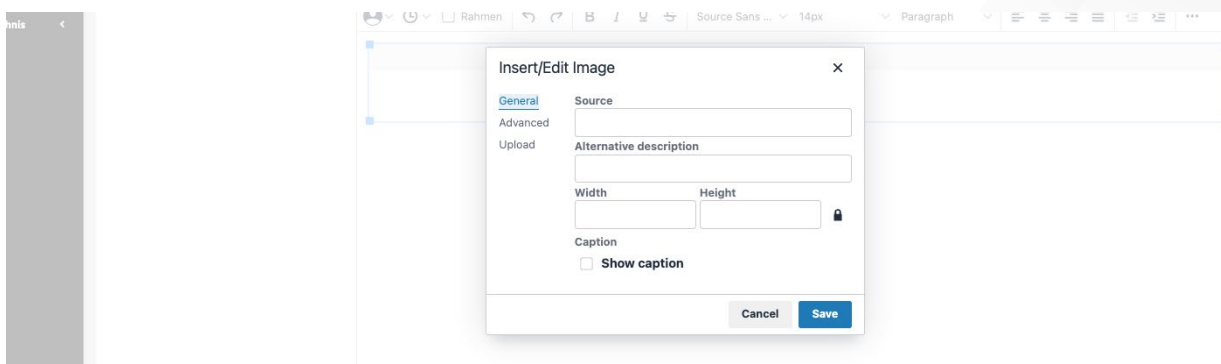
Insert images: Copying the image address from the internet

To add some personality to your email template, you can insert images, for example, logos, by clicking on **Insert** in the menu and selecting **Image...** from the drop-down menu.
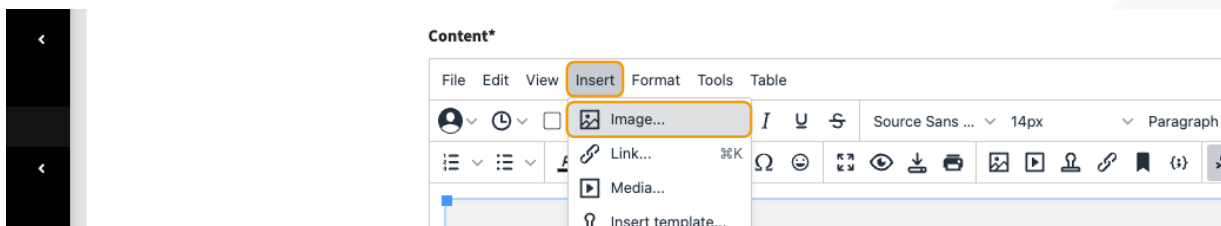
A new window opens. In this window, it is now possible to insert picture addresses from the internet.
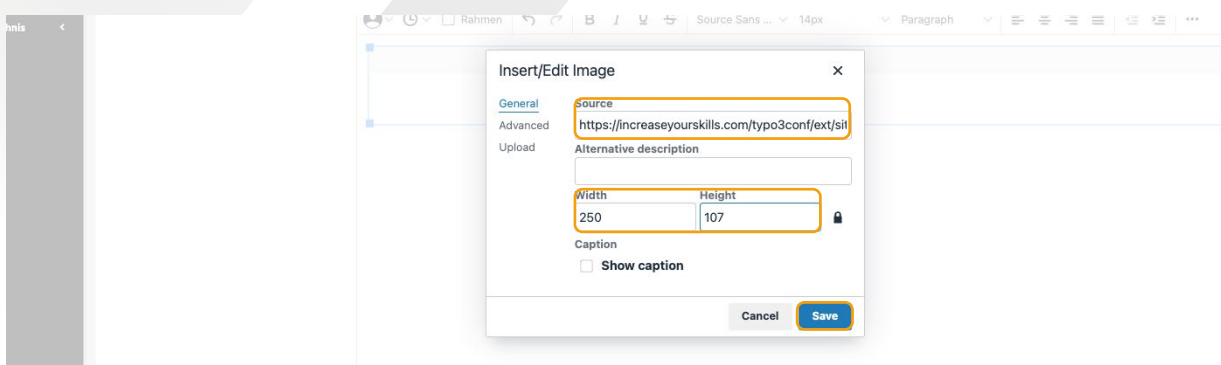

To copy an image address from the internet, proceed as follows:
1. Open a new tab and search for your desired image from the internet.
2. **Right-click** on the image and select the option Copy image link or **Copy image address**.


Go back to the PAS and paste the copied image address into the Source field. Under **Width & Height**, you can also specify the size of the image in pixels. Click on **Save** to apply the changes.

## Insert images: Uploading an image from local storage

In addition to copying an image address from the internet, as described on page 10, you can also upload images locally from your computer by clicking on **Insert** in the menu and selecting **Image...**
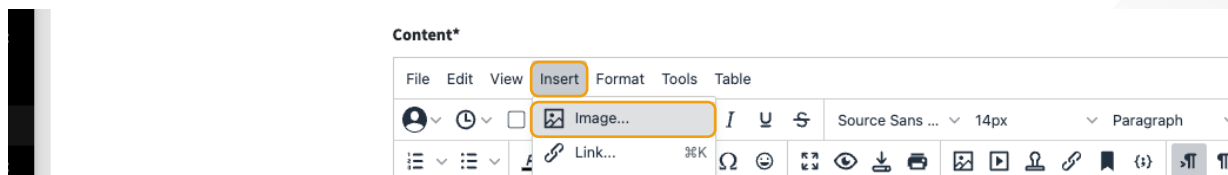
Now select the **Upload** option and click **Browse for an image**. You should now have access to your local hard drive space to select your image. Select your image and click **Open** to confirm your file selection.
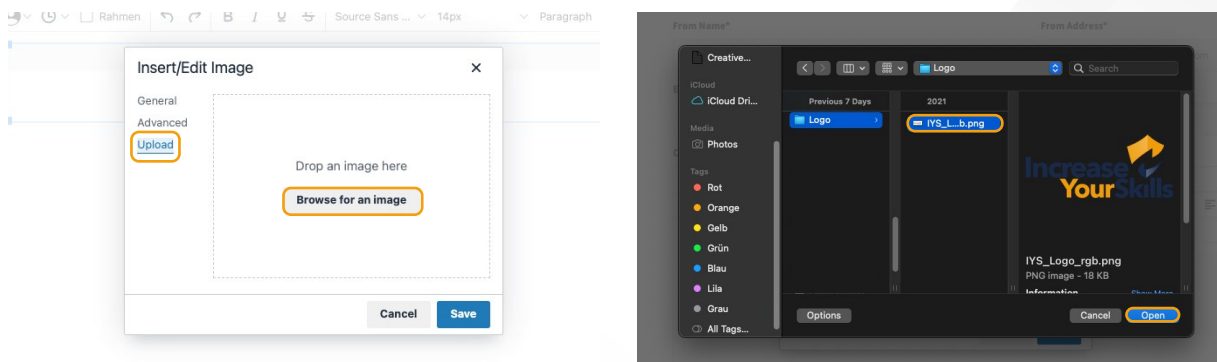

As explained on page 10, you can adjust the size of your image under **Width & Height** in pixels and finish with **Save**.
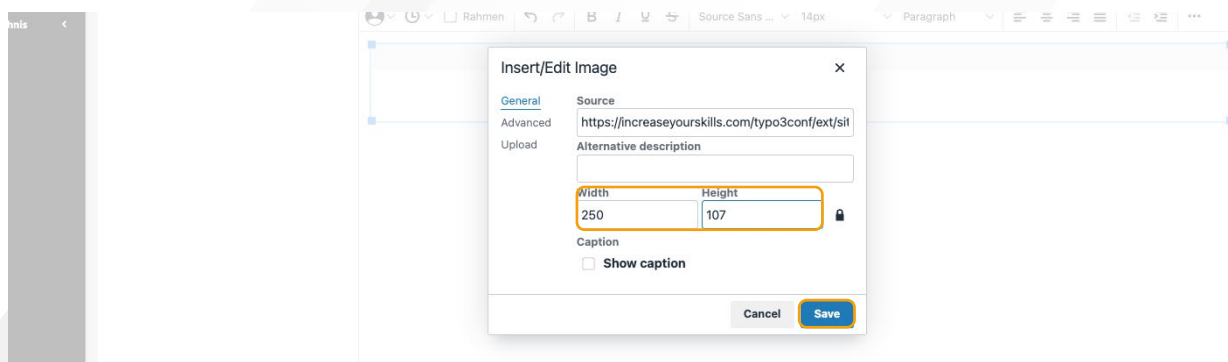
If you want to link the image, you can simply enter the **%target%** command in the URL column by **right-clicking → Link**, as with text-based links (page 06).

Filling the table with additional content

Once you understand the basics of creating tables, you can fill them with more content by clicking on the individual **cells** and inserting text, images, buttons, etc.
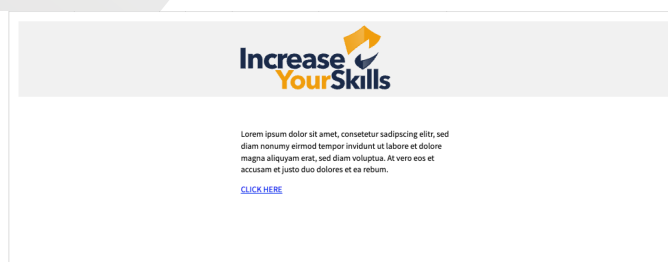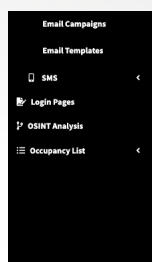
Working with source code

If you have a somewhat deeper understanding of programming and are familiar with HTML code, you can also work directly with the **source code**, bearing in mind that only **HTML code** can be inserted, and the editor does not support **CSS**. To do this, click on the menu item **Tools → Source code**. To complete your progress, click on **Save** as usual.
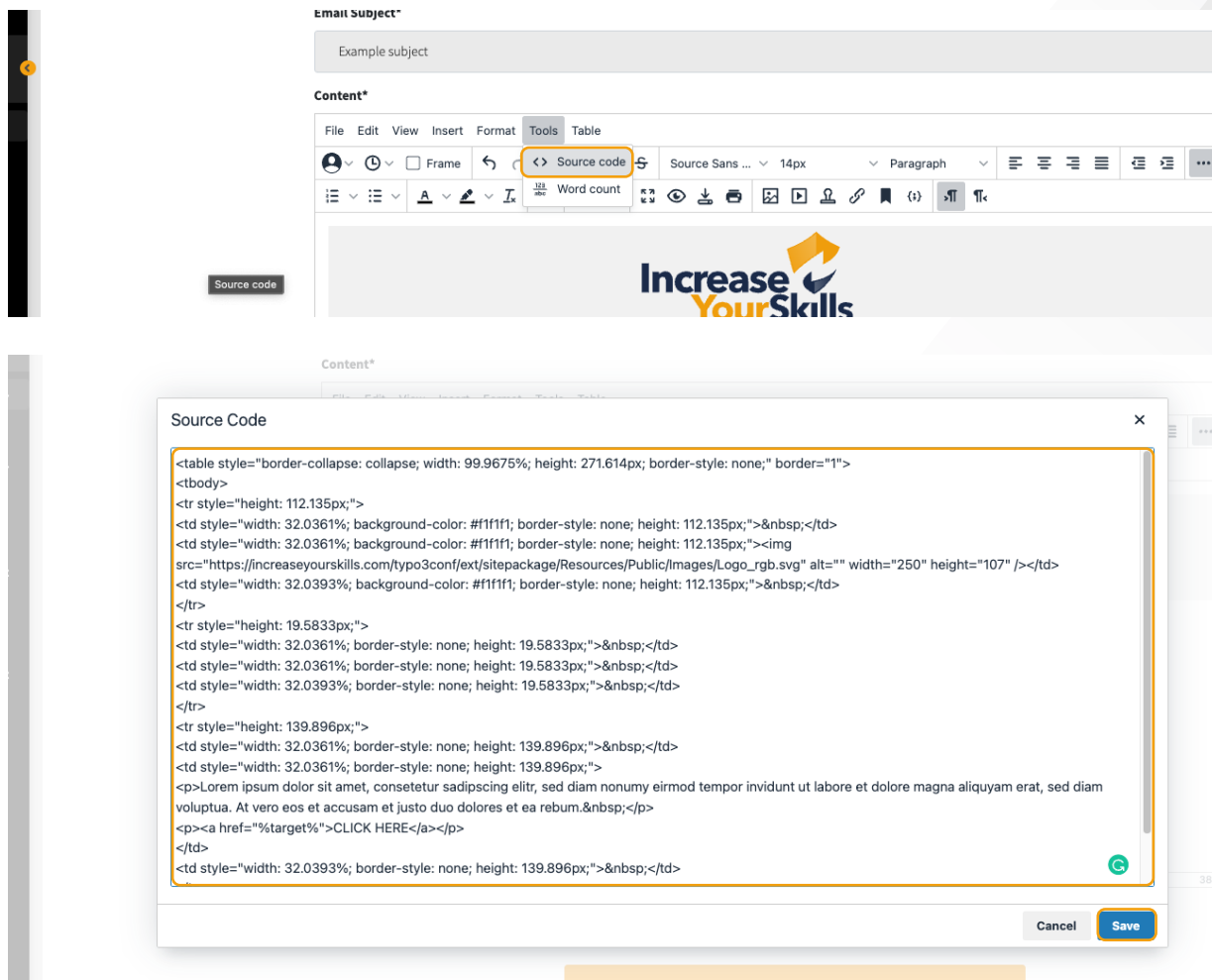
COMPLETING THE EMAIL TEMPLATE

Saving a template

After you have designed everything according to your specifications, you can save your template by clicking on **Save and publish**.
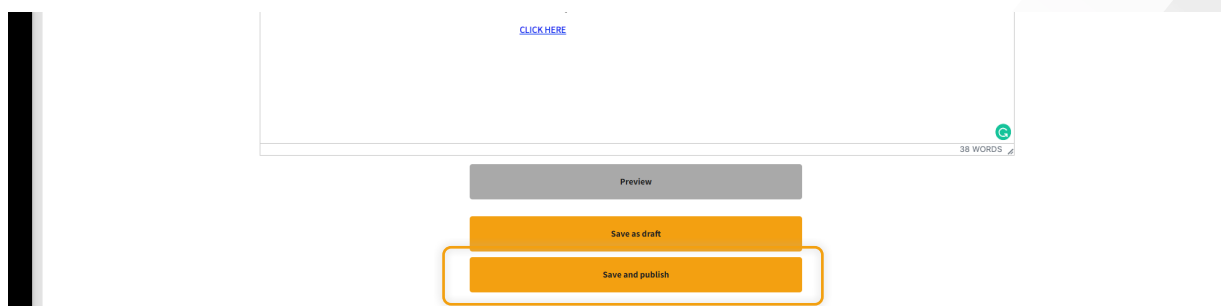
More functions

After saving your template, you can search for it using the **search function, edit it, send a test, preview it, copy it or delete it***. For further explanation of the icons, simply move your mouse pointer over the desired icon.
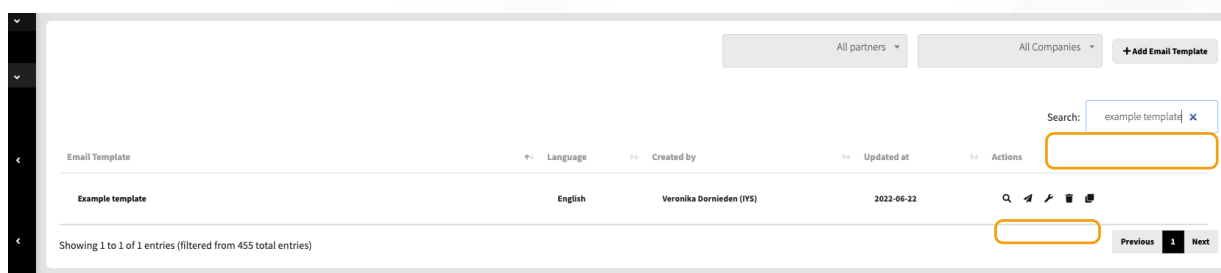
*Please note that a template that is in a running campaign cannot be deleted.