

INSTRUCTIONS: CREATING AN EMAIL TEMPLATE IN THE PHISHING ATTACK SIMULATOR

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## **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.

Ö Launch an Attack 🗸	iners • All Companies • + Add Email Template
Scenarios	
🗹 Email 🗸 🗸	Search:
Email Campaigns	Updated at 🙌 Actions
Email Templates	2021-12-10 Q A F 🗑 🖪

#### **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.

EASY MEDIUM HARD		
Basic options		
Email Template*	Company*	Language
Example template	<please choose=""></please>	▼ English

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).

	Company*	Language		Language
	<please choose=""></please>	English	·	English 🔺
	<please choose=""></please>			English
	IYS Default			German
~				



### **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**.

ALL EMAILS WILL BE TRACKED FOR OPENING	
All and All Material Associations	
No additional tracking	
Track signing into a fake login page	
Track clicking on a link File attachment (without tracking)	ng)

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.

Tracking options           ALL EMAILS WILL BE TRACKED FOR	OPENING			
Track clicking on a link	Ŧ		https://increaseyourskills.com/en/oops	
No attachment tracking	Ŧ			
Template content opt	ions			
Context*		File	attachment (without tracking)	
N		Ch	nonce files No file chosen	

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.

No attachment tracking	
No attachment tracking Opening of a default attachment file with custom name Please choose	File attachment (without tracking) Choose files No file chosen
From Name*	From Address*

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.

Tracking options	
ALL EMAILS WILL BE TRACKED FOR OPENING	
Track clicking on a link	<ul> <li>https://increaseyourskills.com/en/oops</li> </ul>
Opening of a default attachment file with custom name	▼ attachment.html
Template content options	
Context*	File attachment (without tracking)



#### **Template content options**

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

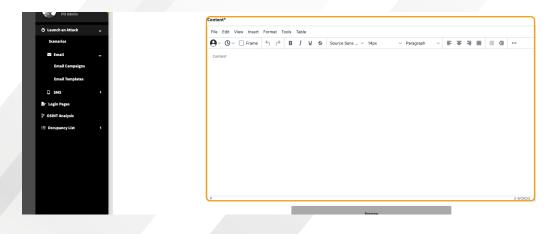
Template content options	
Context*	File attachment (without tracking)
Please choose	Choose files No file chosen
	From Address*
Please choose	xyz@example.com
private	
business	
Email Subiect	

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.

Template content options	
Context*	File attachment (without tracking)
business •	Choose files No file chosen
From Name*	From Address*
First name Last name	firstname.lastname@company.com
Email Subject*	
Example subject	
Content*	

#### **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.** 

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									File	Edit Vi	ew Inser	t Format	Tools	Table							
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<ul> <li>Paragraph</li> </ul>	$\sim$	Ξ	ΞΞ	≡	 E	冱			i≣ ~	' ⊞ ~	<u>A</u> ~	<u>e</u> ~ <u>I</u>	븜	Ω	) []	۵ ک	0	52 D	<u>। ព</u>	8	(;)
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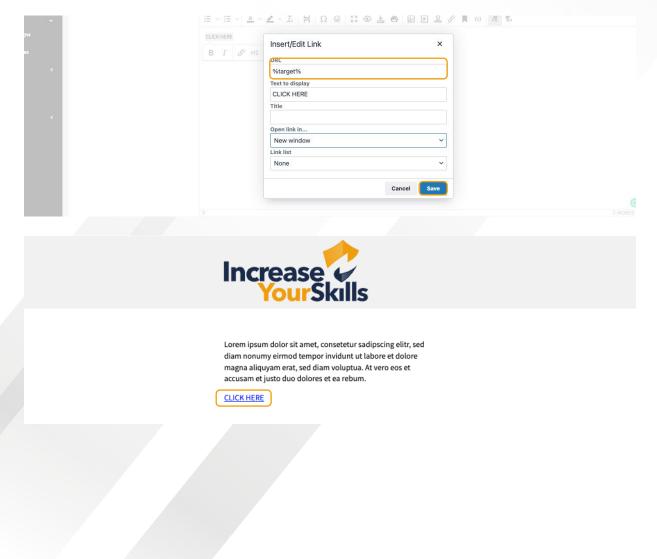


#### **Creating a tracking link**

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**.

Content*
File Edit View Insert Format Tools Table
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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.



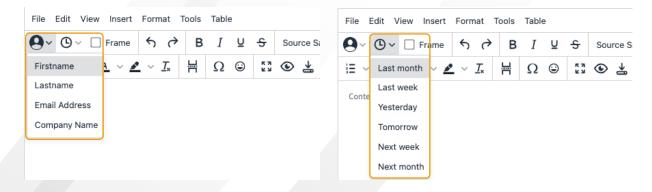


#### **Insert placeholder**

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.

Add Email Template		_
	Instructions ×	
EASY MEDIUM HAS	Information about tracking	instructions
	Opening an email will always be tracked.	
Basic options Email Template*	To track if a phishing link was opened, please add a target address and put a link with that address into the template by using the <b>%target%</b> placeholder. For example:	Language
Example template	<a href="%target%">Click href!<a>. HTML like from this example needs to be entered in the source-view of the editor.</a></a>	- English -
Tracking options	To track login attempts on fake login pages, choose one of the login pages.	
Track clicking on a link	Information about placeholders	icreaseyourskills.com/en/oops
Opening of a default a	To make phishing emails more personal, the phishing target can be addressed directly in the email. Use the placeholders <pre>%firstname% and %lastname% to insert the first or last name of the target. Additionally, %address% inserts the target's</pre>	int.html
Template content	email address and %company% their company's name.	
Context*	For dates that are supposed to be relative to the email dispatch time, you can use the placeholders: <b>%tomorrow</b> ,	ent (without tracking)
business	%yesterday%, %lastWeek%, %nextWeek%, %lastMonth%, %nextMonth%.	No file chosen
From Name*	The placeholders can also be put into the template via menu	s*
First name Last nam	buttons on the WYSIWYG-editor.	s.lastname@company.com
Email Subject*		

You can also use the **menu bar** in the editor to insert **placeholders**.





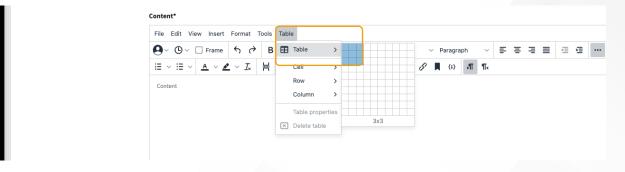
# **CREATING TABLES**

#### Why use tables?

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

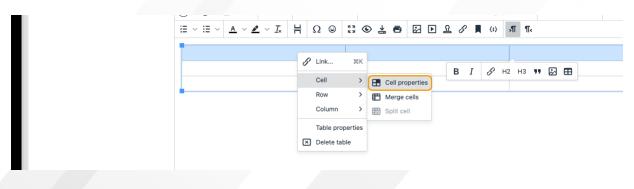
#### **Create a table**

With the editor in front of you, go to the menu item **Tools**  $\rightarrow$  **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.

	Email Subject*	Cell Properties	×
		General Border width	
· · •	Content*	Advanced Border style	
	File Edit View Inse	Select Border color	✓ Paragraph ✓ Ξ Ξ Ξ Ξ Ξ
¢		Background color	) 📕 (t) 🚮 ¶e
	1	#f1f1f1	
			I 🔗 н2 н3 🧤 🛃 🖽
		c	Cancel Save



### **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.

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			Border style						
			None 🗸	-					
			Border color						
			88						
			Background color						
			88						
			Cancel Save						

#### **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.

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	Cell >	
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	Table properties	
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	Table Properties	× z 2 m m m F m
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	Advanced None Border color	
	Border color	
	Background color	
	(BER	
		Cancel Save



#### 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.

¢	Content*	
	File Edit View Insert Format Tools Table	
	O ∨ O ∨ □ 😥 Image I ⊻ S Source Sans ∨ 14px ∨ Par	agraph
<		(i) ¶
-	Media	
	Ω Insert template	

A new window opens. In this window, it is now possible to insert picture addresses from the internet.

	Insert/Ec	lit Image Source		×	
	Advanced				
	Upload	Alternative des	cription		
		Width	Height		
		Caption		•	
		Show ca	otion		
			Cancel	Save	

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/Ed	lit Image		×		
	General Advanced Upload	Source https://increa: Alternative des	seyourskills.com/typo3 cription	conf/ext/si1		
		Width 250	Height 107			
		Caption	otion			
			Cancel	Save		



#### 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...** 

Con	intent*	
Fi	File Edit View Insert Format Tools Table	
•	🕒 🗸 🛈 V 🗌 🛃 Image I 🖳 I 🖳 Source Sans 🗸 14px 🛛 V Paragraph 🗸	

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.

Insert/Edit Image		×	Creative	< > 🔲 - 🗮 - Eogo	😋 🔍 Search
General			iCloud Dri	Previous 7 Days 2021	
Advanced			Media	🔲 Logo 🔷 🔰 🗐 IYS_Lb.p	ng
Upload			© Photos		
	Drop an image here		Tags		Increase G
			• Rot		Your
	Browse for an image		Orange		
			O Gelb	F 1	
			Grün		IVC Loss set and
			O Blau		IYS_Logo_rgb.png PNG image - 18 KB
			• Lila	III	Information Chave
	Cancel	Save	Grau	Options	Cancel
			All Tags		

As explained on page 10, you can adjust the size of your image under **Width & Height** in pixels and finish with **Save**.

	Insert/Ed	lit Image		×	
	General	Source			
	Advanced	https://increa	seyourskills.com/typo3	conf/ext/sit	
	Upload	Alternative des	scription		
		Width	Height		
		250	107	•	
		Caption			
		Show ca	ption		
			Cancel	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**  $\rightarrow$  **Source code**. To complete your progress, click on **Save** as usual.

	Email Subject"
	Example subject
	Content*
	File Edit View Insert Format Tools Table
	O v ⊡ Frame of ( Source code of Source Sans v 14px v Paragraph v ≣ Ξ Ξ Ξ
Source code	
	Content*
Source Code	File Falls Allow loavest Frence Table
Source Code	The Fully Manuel Louist Provide Table
<table border="1" style="borde&lt;/th&gt;&lt;th&gt;r-collapse: collapse; width: 99.9675%; height: 271.614px; border-style: none;"></table>	
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# **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**.

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Preview	
Save as draft	
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.

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\*Please note that a template that is in a running campaign cannot be deleted.