



# SPAM vs PHISH

What to Know to Keep Your Inbox Safe



For many organizations, email is the main form of communication to keep their employees informed and the business running. This is especially true as the number of globally distributed, remote workers increases. It's estimated that in 2022, over **333.2 billion emails are being sent per day.** ([source](#))

With so many emails sent, it's important to be able to recognize the good from the bad. This infographic provides tips for spotting spam and phishing emails to keep your inbox safe.

## Know The Difference



### What is Spam

Spam emails are unwanted or unsolicited email messages that get sent out to a wide audience. Often, these message are promoting goods or services that aren't relevant to the recipient.

### What's a Phish

Phishing is a cyberattack in which a target receives a fraudulent email or text designed to prompt them to share sensitive information such as banking details or login credentials. Attackers typically impersonate legitimate institutions like governments or large corporations to convince individuals to relinquish the data.



## Know The Dangers

### Spam Dangers

Spam emails typically are more annoying than dangerous. However, you should use caution and avoid clicking links in emails that appear to be spam.

### Phishing Dangers

Phishing emails pose a serious threat to personal, business, and customer data. Using various techniques like social engineering, malicious links or attachment, and VIP impersonations, phishing emails aim to deceive recipients into accessing login credentials and private data for financial gain.

## Know The Numbers

### Spam by the Numbers

- 85%** of all emails are spam ([source](#))
- Businesses **lose \$20.5 billion each year** in decreased productivity and technical expenses from spam ([source](#))

### Phishing by the Numbers

- 3.4 billion** phishing emails are sent daily ([source](#))
- 90%** of cybersecurity attacks start with email ([source](#))
- In 2019 alone, victims **lost \$57 million** to phishing schemes ([source](#))
- IRONSCALES research shows advanced phishing attacks bypass leading SEGs at **nearly 50%**



## Know What to Look For

IRONSCALES research compiled a list of common terms used in emails that IRONSCALES AI, Themis, flagged as Spam or Phishing based on known behavior and community insight.

### 5 Terms in Used Spam

- 1 Free
- 2 Time
- 3 Click
- 4 Unsubscribe
- 5 Support

### 5 Terms Used in Phishing

- 1 Access
- 2 Mail
- 3 Bitcoin
- 4 Account
- 5 Bank

### Characteristics of Spam

- Spam emails lack personalization
- Spam emails use a lot of exclamation points (!)
- Spam emails offer goods or services that have no interest to you

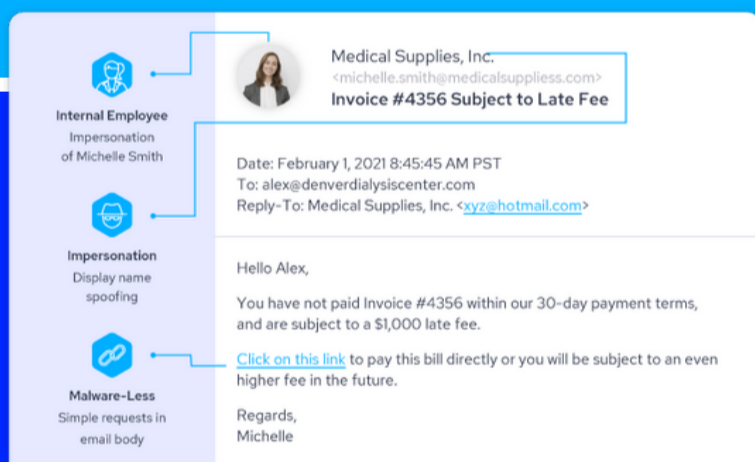
### Characteristics of Phishing

- Phishing attacks create an unreasonable sense of urgency
- Phishing emails may also have blurry or overstretched images, misspellings, grammatical errors, or random capitalization
- Phishing emails tend to use incorrect account numbers, use old logos, and address recipients by the wrong name

## Know Prevention Tips

### Tips for Preventing Spam

- Turn off auto-load for images
- Use an alias for online accounts
- Don't click "unsubscribe" in the email ([Source](#))



### Tips for Preventing Phishing

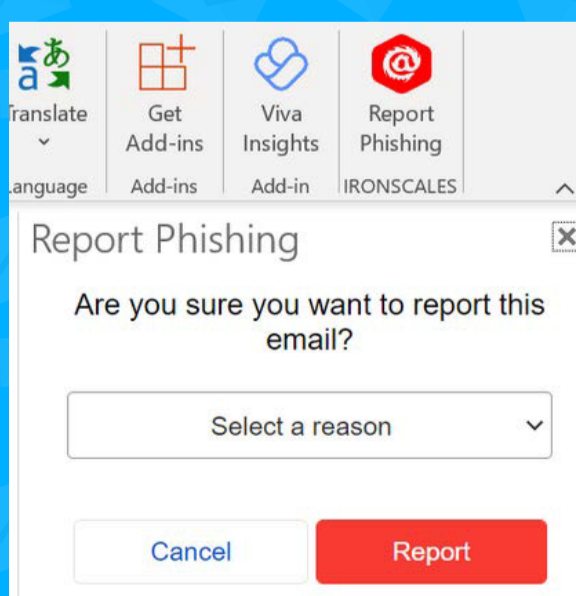
- Increase security awareness training and phishing simulation testing
- Use MFA/2FA
- Deploy API mailbox-level intelligence
- Leverage AI-powered incident response ([Source](#))

## Know How To React

Don't click any links in the email, including "unsubscribe."

If you think an email is spam, or worse, a phishing attempt, notify your IT or Security team immediately.

Tools like **IRONSCALES** provides end users with a "Report Phishing" button so users can quickly notify security and IT teams of suspicious emails. As users gain accuracy in their reporting, their feedback is weighed more heavily so IRONSCALES' AI can automatically remove similar emails from the inbox of other users.



**Download Your Guide to Developing a Security Awareness and Training Program that Empowers End Users**

[GET THE GUIDE](#)

IRONSCALES is a leading email security company focused on fighting back against today's modern phishing attacks. Our self-learning, AI-driven platform continuously detects and remediates advanced threats like Business Email Compromise (BEC), credential harvesting, Account Takeover (ATO) and more. We believe our powerfully simple email security solution is fast to deploy, easy to manage and keeps our customers safe. Founded in Tel Aviv, Israel in 2014 by alumni of the Israel Defense Force's elite Intelligence Technology unit, IRONSCALES is headquartered in Atlanta, Georgia. We are proud to support thousands of customers globally with our award-winning, analytstrecognized platform. Visit <https://www.ironscases.com> and connect with us on LinkedIn to learn more.