# HOXHUNT

Hoxhunt Challenge: Results

In September 2023, we conducted a human risk benchmark, analyzing 591K employees from 38 organizations across 9 industries and 125 countries.
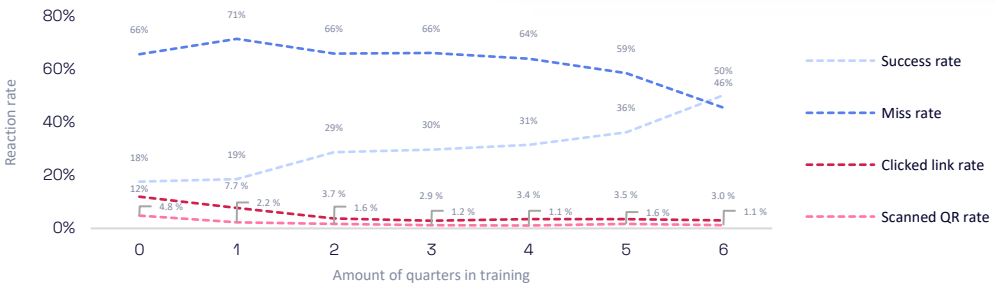
The engagement rate reflects human risk

A higher employee engagement rate helps measuring human risk in your organization. The benchmark had a 41% engagement rate.

- 1.6 %
- 3.9 %
- 59%
- 36%

Legend:
- Success
- Miss
- Clicked link
- Scanned QR
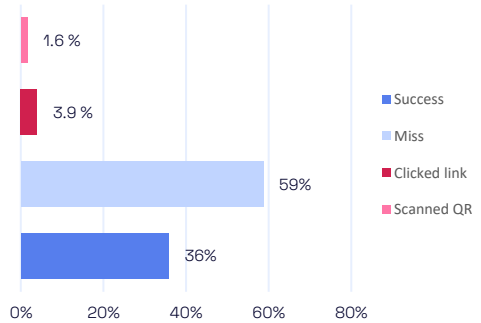
Long-term training improves performance

After 18 months, employees report 3x more, reduce misses by 30% and reduce fails by 80%.

Reaction rate vs Amount of quarters in training

Miss rate: 66%, 71%, 66%, 66%, 64%, 59%, 50% / 46%
Success rate: 18%, 19%, 29%, 30%, 31%, 36%, 46%
Clicked link rate: 12%, 7.7%, 3.7%, 2.9%, 3.4%, 3.5%, 3.0%
Scanned QR rate: 4.8%, 2.2%, 1.6%, 1.2%, 1.1%, 1.6%, 1.1%

Legend:
- Success rate
- Miss rate
- Clicked link rate
- Scanned QR rate

Engaged employees impact your human risk levels

Tracking your organization's resilience levels supports you in visualizing how your employees perform against attacks. The resilience ratio is calculated by dividing engagement rate with fail rate.
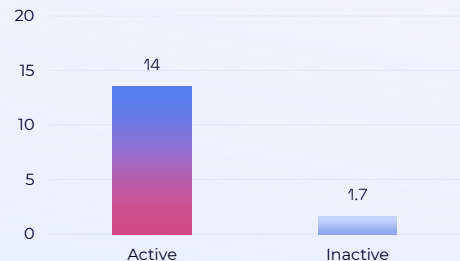
Onboarded employees are more vigilant

Employees onboarded have 12x higher resilience ratio than not onboarded employees.

- Onboarded: 15
- Not onboarded: 1.3
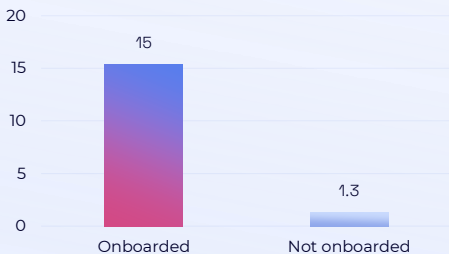
Active employees are more resilient

Active employees have 8x higher resilience ratio than inactive employees.

- Active: 14
- Inactive: 1.7

Industry and job function insights

The Hoxhunt Challenge was sent to nine industries and ten different employee roles in their training program. The findings provide insights on which industries and job roles are performing well and which groups require more attention.

Industry	Success	Miss	Clicked link	Scanned QR
Manufacturing & construction	39 %	53 %	5.7 %	1.9 %
Retail	18 %	79 %	2.7 %	1.0 %
IT, software, internet	44 %	49 %	4.6 %	2.2 %
Financial Services	62 %	36 %	1.5 %	0.8 %
Pharma & Healthcare	30 %	63 %	4.5 %	2.6 %
Oil & Energy	45 %	50 %	3.6 %	1.4 %
Legal, professional & business services	63 %	35 %	0.7 %	1.3 %
Logistics and Supply Chain	35 %	59 %	4.3 %	1.1 %
Media Production	53 %	44 %	2.2 %	1.2 %

Industry insights

Organizations in the legal services industry had the highest engagement rate at 65 %.

- ✓ Legal, professional & business services are 1.5x more successful than the other industries in reporting the benchmark simulation.

- ✓ Only 2/10 employees in retail organizations engaged with the simulated attack.

- ✓ Manufacturing is most vulnerable to QR code phishing, with a 1.6x higher fail rate than the other industries.

Job function	Success	Miss	Clicked link	Scanned QR
Information Technology	70 %	27 %	1.9 %	0.8 %
Sales	66 %	32 %	1.9 %	0.9 %
Software Engineering	72 %	26 %	2.1 %	0.6 %
Customer Relationship	68 %	29 %	2.3 %	1.1 %
Business Development	66 %	30 %	2.4 %	1.2 %
Finance	72 %	25 %	1.6 %	0.7 %
Human Resources	67 %	30 %	2.1 %	1.3 %
Marketing	68 %	29 %	2.2 %	0.7 %
Communication	64 %	31 %	3.3 %	1.5 %
Legal	78 %	21 %	0.8 %	0.4 %

Job function insights

Employees with job function roles enabled in the training had 1.9x higher reporting rates and 50% lower miss and fail rates.

- ✓ Legal employees are 12% more likely to report QR code phishing than their peers.

- ✓ Sales are 13% more likely to miss QR code phishing than their peers.

- ✓ Communication employees must be more security aware as they fail 60% more often than other employees.