

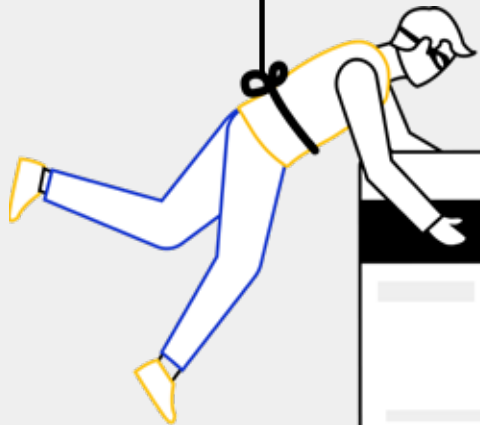
COSTLY CONFIDENCE

69%

of consumers claim to be scam-savvy yet

91%

are likely to miss warning signs



What Makes People Click?

FREE GIFT - YOU'VE BEEN SELECTED!!

79% respond to positive hooks

OPEN NOW! 48 HOURS ONLY

68% would act on messages that create urgency

ACTION NEEDED - CONFIRMATION REQUIRED

62% would respond to action required phrases



Did you know? ONLY...

41% look to ensure words are spelt correctly

54% search for a company name or logo

64% verify email addresses

48% reported being a victim of a scam with 9% multiple times.

STAY SECURE QATAR STUDY 2023

Visa Stay Secure Study surveyed 5,800 adults across 17 markets in Central and Eastern Europe, Middle East and Africa, March-April 2023

OVERLOOKING TELLTALE SIGNS