

Phishing Targets, Trends, and Tactics: Casting a Wide Net in the AI Era

Key findings and insights from the Zscaler ThreatLabz 2024 Phishing Report

One phish, two phish... 2 billion phishing transactions

ThreatLabz examined a year of phishing data¹ from the Zscaler cloud, the world's largest security cloud.

Global surge in phishing attacks

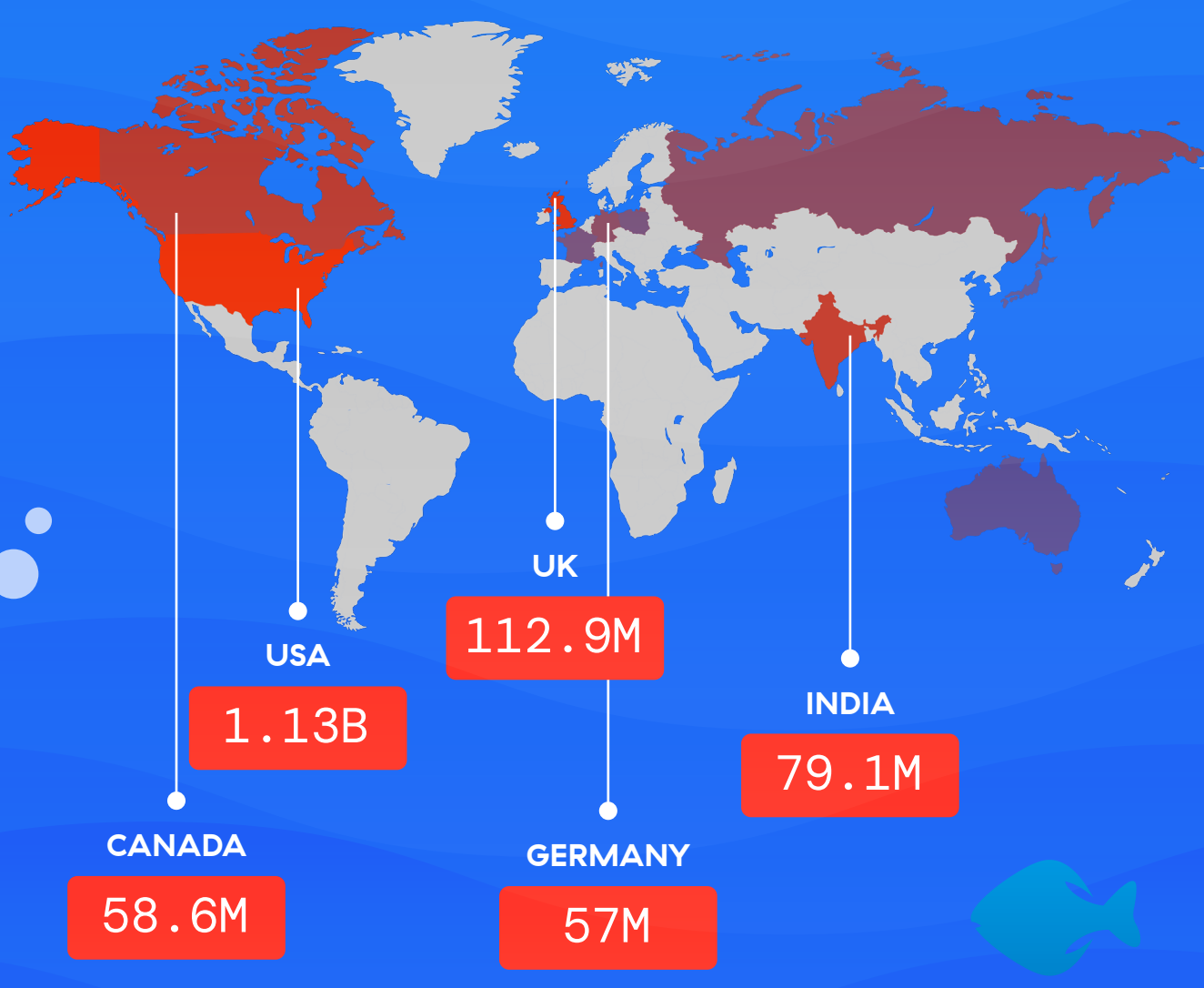
58.2%
growth in phishing attacks in 2023

745M
more phishing attacks year over year

These findings highlight the growing sophistication and reach of threat actors in the AI era.

Phishing hotspots: top targets

Countries that saw the most phishing attempts



393%
YOY ATTACKS ON
FINANCE AND INSURANCE

43.1%
OF PHISHING
HOOK, LINE, AND MICROSOFT



Evolving trends and tactics

The rise of generative AI-powered scams

VOICE PHISHING ↑ **DEEPAKE PHISHING**

Vishing (voice phishing) and deepfake phishing are on the rise as attackers use GenAI to amplify their social engineering.

Developing phishing trends

Recruitment scams

QR code scams

Tech support scams

Adversary-in-the-middle (AiTM) attacks

Browser-in-the-browser (BITB) attacks

Improve your phishing defenses

1. Understand the risks to better inform policy and strategy

2. Leverage AI-enabled security controls and threat intel to reduce phishing incidents

3. Implement Zero Trust architectures to limit the blast radius of successful attacks

4. Deliver timely training to build security awareness and promote user reporting

5. Simulate phishing attacks to identify gaps in your program