

BI.ZONE

# BI.ZONE Brand Protection

Phishing in the finance sector

Dmitry Kiryushkin

Product Owner, BI.ZONE Brand Protection

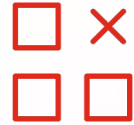


# BI.ZONE Brand Protection statistics



## 981M

lines, the total volume of leaks detected in 2023



## 210K

phishing sources blocked by BI.ZONE in 2023



## 10 pairs

of corporate credentials per 100 employees are found in leaked databases



## 90%

of banks have phishing clones on the Internet

Why do scammers attack the finance sector?

Because money is tied to people's emotions and desires



# Appealing to people's emotions and desires simplifies theft

## Trigger



A website opened on a mobile device on the go



Online banking or instant card-to-card transactions



An item offered at a favorable price or with a large discount on an online marketplace

## Reaction



Carelessness

"I'll just click it without even looking at what the link it is"



Fear

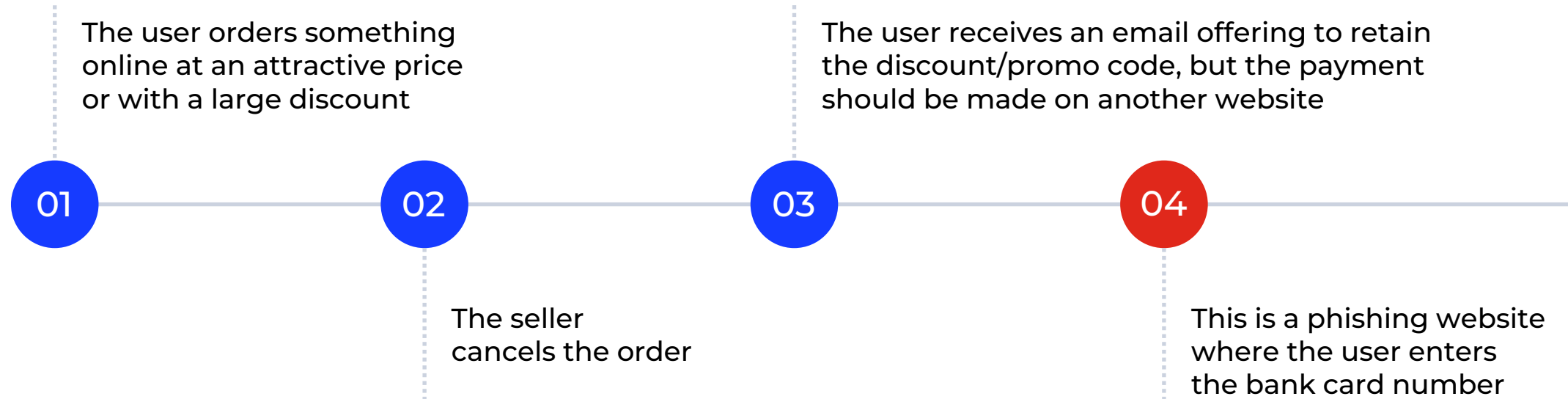
"If you don't do what you're asked right now, something really bad happens"



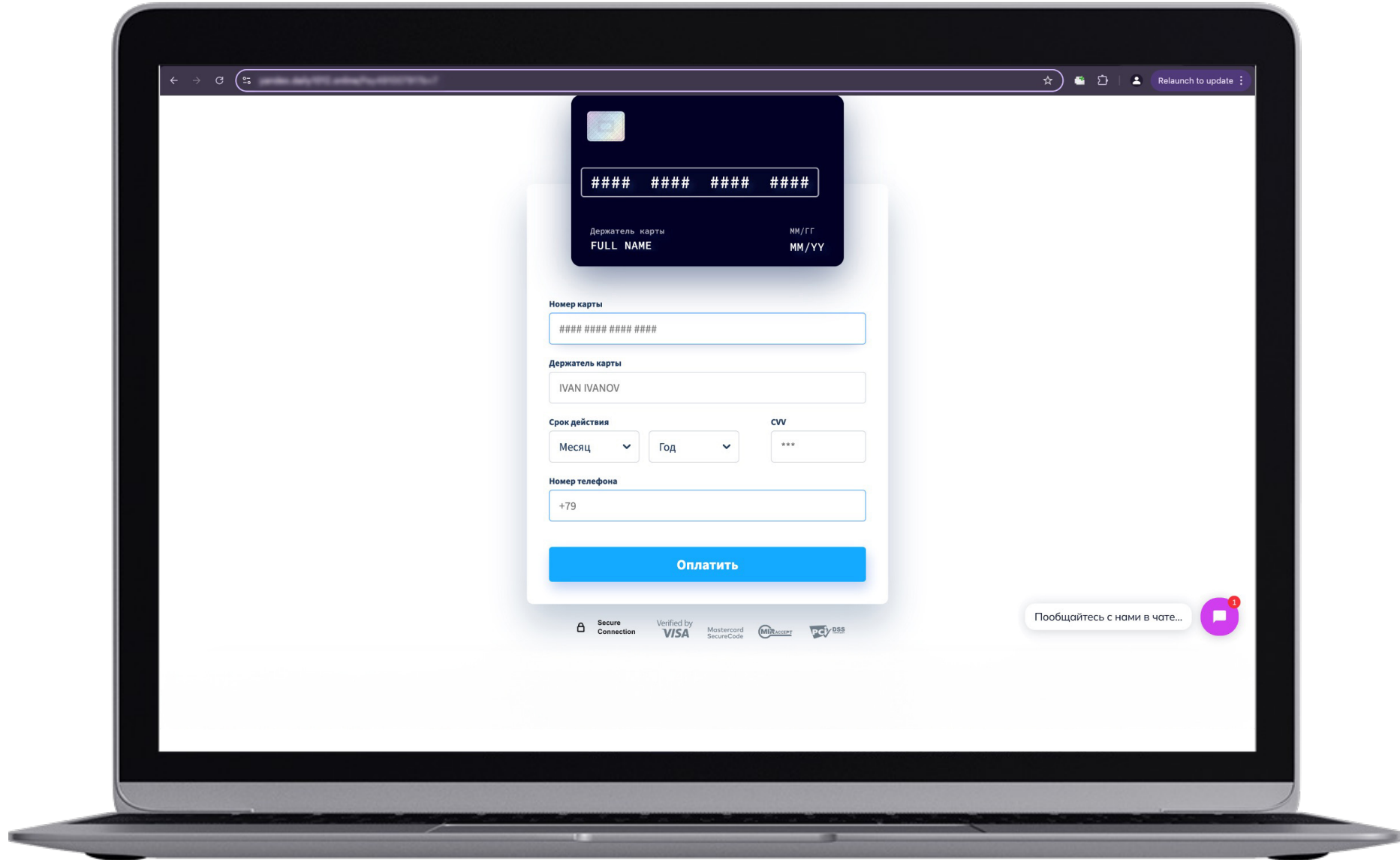
Desire for gain

"I can make easy money or save a lot, if I ... "

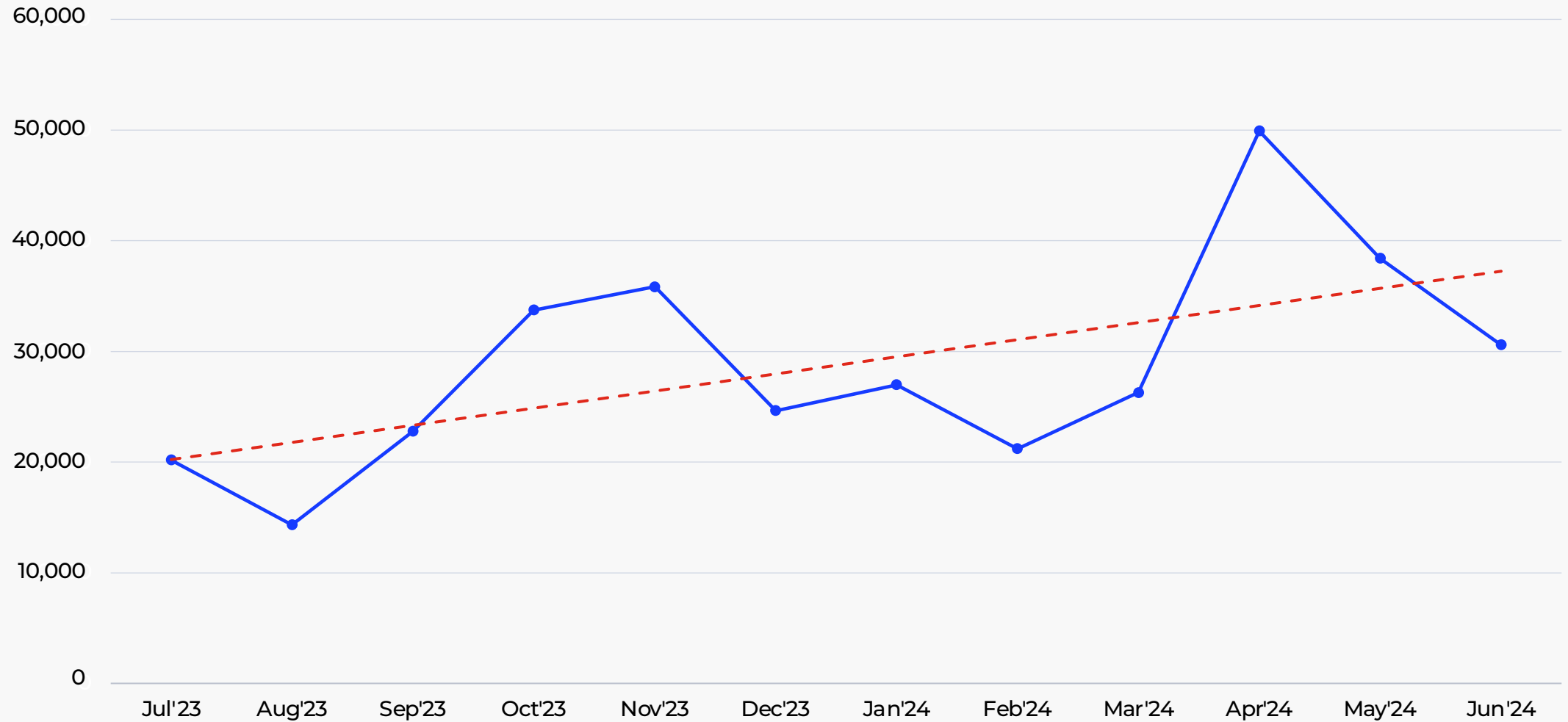
# The scheme looks simple



The ultimate goal is to steal the money from the card



# Number of phishing sources in 2023–2024



# Adversary masquerading techniques

**01** Access from target country  
IP addresses only

**02** User-agent  
limitations

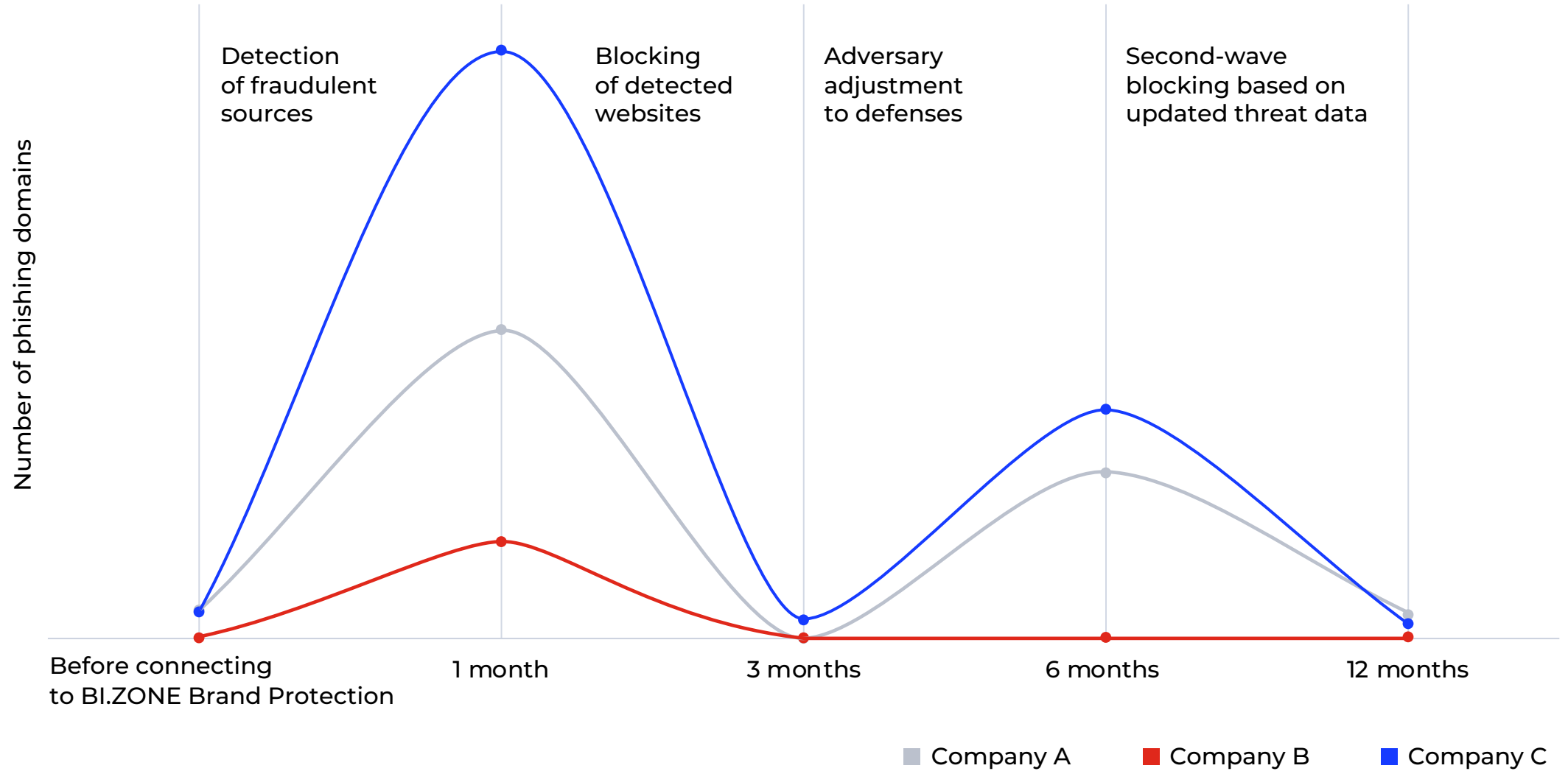
**03** Third-level and higher  
subdomains “bank.id123123.ru”

**04** Unique path in the URL  
“https://phishing.com/  
id123945632”

**05** Limited lifetime  
of phishing links



# Progress in phishing countering



Source: BI.ZONE

# BI.ZONE

info@bi.zone  
www.bi.zone