

Bulk email phishing is the most common type of phishing attack. A scammer creates an email message that appears to come from a large, well-known legitimate business or organization, like a national or global bank, a large online retailer, the makers of a popular software application or app. The subject line addresses a topic that the impersonated sender might credibly address, and that appeals to strong emotions—fear, greed, curiosity, a sense of urgency or time pressure—to get the recipient's attention. They typically include the impersonated sender's logo in the email, masking the 'from' email address to include the impersonated sender's domain name.