

## CASE STUDY

## Listrak Uses the KnowBe4 Platform to Reduce Phishing Risk and Save IT Nearly a Month of Work Annually

[Listrak](#) is the provider of a cross-channel marketing platform for more than 1,000 retailers and brands. The organization's information security leadership team was forward-thinking in realizing that the best way to protect its data and its nearly 400 employees was to proactively prioritize cybersecurity platforms and practices.

A long-time KnowBe4 customer, Listrak understands a full circle moment. After years of using KnowBe4's [Kevin Mitnick Security Awareness Training](#), Listrak opted to make a change and go with another vendor. The change lasted only four months.

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"We were misled and I was massively disappointed," Listrak's Information Security Manager George Schneider, says. "I spent probably six times as much time managing this competing product than I did with KnowBe4 for a fraction of the result. We reinstalled KnowBe4 and have a multi-year contract with the company. As far as I'm concerned, KnowBe4 is the gold standard."

Back on track with KnowBe4, Listrak has further invested in the relationship with the addition of [PhishER](#), KnowBe4's lightweight security orchestration, automation and response (SOAR) platform. Listrak's IT Manager Steven Armstrong has been able to track the time savings his team has recognized since deploying PhishER.

"It's not a small amount of time," Armstrong says. "It's meaningful and impacts our budget positively since we don't have to manually track down every possible phishing email."

### Creating a Strong Foundation with Security Awareness Training

Knowing most breaches start as a result of human error, Listrak has embarked on a highly standardized security training and testing program using KnowBe4's training and phishing platform. Schneider manages the program, which includes annual user training for all employees, as well as separate monthly training to keep employees aware of phishing threats that continue to grow in sophistication. To keep their skills finely tuned, Schneider runs monthly phishing tests for all employees.

## Listrak

### Industry

Marketing Technology

### Headquarters

Pennsylvania, USA

### Challenge

Maintain a strong security culture and reduce burden on information security team

### Success by the Numbers

- PhishER has reduced the number of suspicious emails Listrak has to manually investigate monthly from approximately 70 to 20, resulting in a savings of at least 12.5 hours/month
- PhishER's dashboard provides all the information about a possible phishing email in one place, making it easier and quicker when Listrak's team does need to manually investigate a message
- An employee Phish-prone Percentage of 4.9%, one full point below the industry average
- Organization-wide security culture improvements thanks to engaging content such as "The Inside Man" video series

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Schneider has seen the organization's Phish-prone™ Percentage (PPP), or the likelihood that employees will click on a phishing email, remain low over the years.

"We've trained and tested our employees so well that our numbers stay consistent," he says. "That level number lets me know that we are doing well."

Part of the reason employees are so engaged in training is because they like the content. Listrak used a number of KnowBe4 training types previously and had very strong engagement, but once "The Inside Man" was launched, employees were hooked.

"If we don't use 'The Inside Man,' employees ask about it," Schneider says. "They like that it's episodic, they are invested in the characters, and, best of all, they are enjoying what they are learning."

### **PhishER's Automation Saves Listrak at Least 12.5 Hours per Month**

With a well-established security awareness training and testing program in place, Schneider and Armstrong, both of whom are forward-looking about cybersecurity programs, wanted to move to the next level. They implemented [PhishER](#), KnowBe4's lightweight SOAR platform.

"Implementing PhishER couldn't have been easier," Armstrong says. All our user accounts were already in the KnowBe4 platform, so setup was as simple as turning it on."

Listrak had already been using the Phish Alert Button (PAB), a small "phish hook" icon installed in the ribbon of users' inboxes that employees were trained to click on when they saw a suspicious email. Previously, clicking the PAB would route these suspicious messages to a ticketing system where someone from Armstrong's team would be

responsible for investigating, deciding what next steps were needed, then reporting back to the user with the findings.

Listrak sees an average of 70 tickets generated from the PAB every month. This was a necessary, but time-intensive process for the team.

"Whether it was actually a real phishing email or not, we had to manually investigate every single one," Armstrong says.

With the PAB integrated into PhishER, now when a user clicks on the PAB the suspicious email is sent to PhishER for automated evaluation and classified into one of three categories: Clean, Spam or Threat. The platform's AI, PhishML, investigates the suspicious email to identify if the email is a real threat while the PhishRIP™ feature automatically pulls the malicious email from the inboxes of other users, further reducing risk.

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Once the team implemented PhishER, the average number of tickets they had to manually investigate per month dropped from 70 to around 20. Considering that each ticket requires roughly 15 minutes to resolve, PhishER saves Listrak at least 12.5 hours of the IT department's time per month. Said another way, PhishER frees up nearly a full month of work time every year for Listrak.

Armstrong is particularly taken with PhishER's "Emergency Rooms," which help him to identify similar messages reported by his users. The messages are dynamically grouped by commonalities and include pre-filtered views for messages by Top Subject Lines, Top Senders, Top Attachments and more.

"PhishER is a natural for our business. It significantly reduces our risk, it saves our technical teams a ton of time and it is very easy to configure and customize," Armstrong says.

### A Strong Future with KnowBe4

Distance often makes the heart grow fonder. After a four-month hiatus from KnowBe4 years ago, this seems to be true for Listrak.

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Between a thriving security awareness training and testing program and a highly efficient and risk-reducing PhishER deployment, both Armstrong and Schneider are raving fans.

“As far as I’m concerned, we’re keeping KnowBe4 forever - I’ll never get rid of it,” Armstrong says. “It’s all a huge win in my book.”

“I would unquestionably recommend KnowBe4. I tell other folks in cybersecurity not to even look at other platforms - just go with KnowBe4,” Schneider says. “They won’t be able to find something that beats it, pricewise, and if they do - it won’t be worth it in terms of results. The organization, technology and training have proven themselves.”