

Channel email announcement

## **ISTR Announcement Outbound Email - To Partners #1**

[Subject line]

Just Released! Symantec 2017 Internet Security Threat Report: Top Security Findings

[Sub-header]

Educate Your Customers with the Latest Cybersecurity Research

Dear *[First Name]* (If no name, no personalization line),

Symantec's 2017 Internet Security Threat Report (ISTR) provides an overview and analysis of the year in global threat activity. This year's ISTR takes a wide ranging look at targeted attacks, email threats, web attacks, cybercrime and ransomware, along with IoT, mobile and cloud threats.

There is much to be learned from this comprehensive view into the threat landscape, and some key trends that you can share with customers from 2016:

[Download ISTR](#) {CTA Button}

Get the facts in this highly respected research report and learn why:

- **Attackers weaponized common IT tools:** Cybercriminals are using the same tools already installed on your system against you.
- **Email is a favored attack channel – again:** One in 131 emails sent in 2016 were malicious - the highest rate in five years.
- **Ransomware is squeezing victims:** Ransomware demands rose, on average, to \$1,077 from \$294 a year earlier.
- **IoT devices are a big target:** An IoT device can be compromised within two minutes of connecting to the Internet

[Read Report](#) {CTA Button}

Sincerely,

*(Insert Distribution Name or Sales Rep)*

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## **ISTR Announcement Outbound Email – Through Channel**

[Subject line]

Just Released! Symantec 2017 Internet Security Threat Report: Top Security Findings

[Sub-header]

Educate Yourself & Your Company with the Latest Cybersecurity Research

Dear *[First Name]* (If no name, no personalization line),

Symantec has just released their 2017 Internet Security Threat Report which provides insights into global threat activity, cyber-criminal trends and motivations for attackers. The report is based on data from Symantec's Global Intelligence Network, which Symantec analysts use to identify, analyze and provide commentary on emerging trends in attacks, malicious code activity, phishing and spam.

We think this report can help you get a better understanding of the threat trends and provide insights into challenges that are focused on your industry.

Some Key Findings:

- **Attackers are hiding in plain sight.** They're using resources like Office macros rather than exploiting zero-days.
- **Email is the new attack of choice.** Spear-phishing email scams stole over \$3 billion in the past three years.
- **Cloud app risk is severely underestimated.** Most CIOs say their organization uses only 30-40 cloud apps when, on average, they actually use 928.

We would love to share this data with you. Please let us know if you would like to receive a free copy of the 2017 Internet Security Threat Report.

Sincerely,

Can include a link to their site for the report <download Link>