



KnowBe4
Human error. Conquered.

Smart Groups

Smart Group Benefits

- Automate workflows, saving you ample time
- Harness Smart Groups for powerful ad hoc reporting
- Stratify your user population into groups based on their level of risk

Smart Groups

- Create groups based on customized criteria
- Users automatically flow in and out of groups based on their interactions with the platform
- Groups are updated every 15 minutes or less

Agenda

- Learn how to automate a phishing workflow to target your users with progressively difficult email templates.

Dynamic Phishing Security Tests

 Phishing Campaign Template Difficulty Rating  Smart Group

Novice
Phishing

★ 1 – 3 Stars

Novice
Phishing

Intermediate
Phishing

★ 2 – 4 Stars

Intermediate
Phishing

Proficient
Phishing

★ 3 – 5 Stars

Proficient
Phishing

Dynamic Phishing Security Tests



Novice
Phishing

Smart Group Criteria + Add a new criteria ?

Phish Event

User must have passed less than 1 time in the last 65 days

54 Users

X



Intermediate
Phishing

Smart Group Criteria + Add a new criteria ?

Phish Event

User must have passed exactly 1 time in the last 65 days

13 Users

X



Proficient
Phishing

Smart Group Criteria + Add a new criteria ?

Phish Event

User must have passed more than 1 time in the last 65 days

13 Users

X



Thank You!