We find the bad stuff on social media, and protect you from it.

SOCIAL HAS CHANGED EVERYTHING

ZEROFOX

SOCIAL HAS CHANGED EVERYTHING

SOCIAL MEDIA

SOCIAL MEDIA PIONEERS

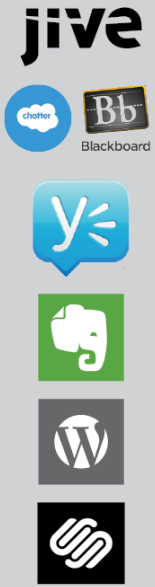
SOCIAL MEDIA NETWORKS

SOCIAL SHARING

SOCIAL DISCUSSION

SOCIAL FITNESS

ENTERPRISE SOCIAL MEDIA



SOCIAL E-COMMERNCE

SOCIAL WEB

DARK SOCIAL

- TOR
- Infiltrated Web Forums
- IRC
- Unindexed Web
- Market Places
- Underground Social
- Hidden P2P
- I2P (Invisible Internet Project)

ZEROFOX

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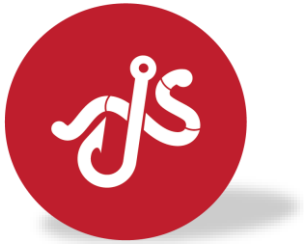
SOME OF THE BAD STUFF



SOCIAL MALWARE & PHISHING

ATTACK PLANNING

SOCIAL ENGINEERING

ACCOUNT TAKEOVER

INFORMATION LEAKAGE

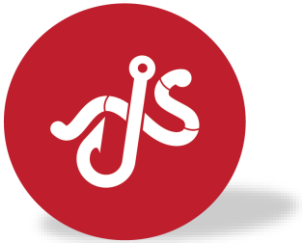
EXECUTIVE IMPERSONATIONS

CORPORATE IMPERSONATORS

CUSTOMER SCAMS

ZEROFOX

ML USE CASE HIGHLIGHT



SOCIAL MALWARE & PHISHING

SOCIAL ENGINEERING

CUSTOMER SCAMS

SECURITY ANALYSIS ENGINE

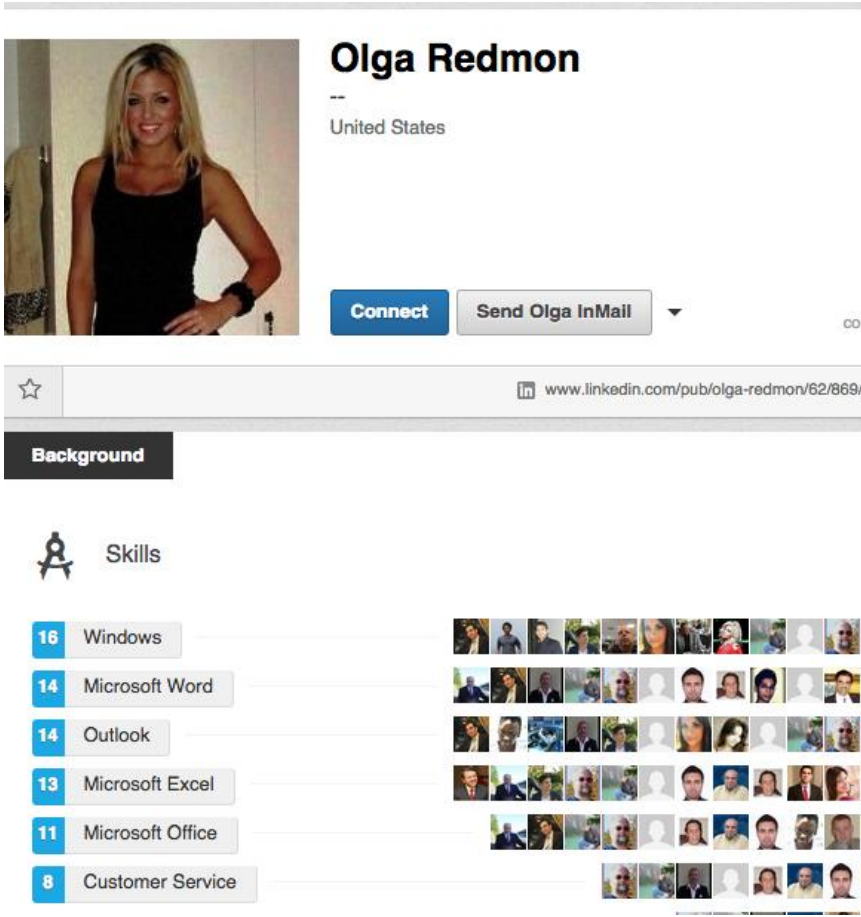
- **Profile Analysis Engine**
  - Machine learning based system, optimized for high dimensional data spaces
  - Used to identify the following:
    - Impersonation profiles
    - Malicious profiles
    - Spam profiles
- **Link Analysis Engine**
  - Machine learning based system, optimized for high dimensional data spaces
  - Identifies malicious / suspicious URLs
- **Content Analysis Engine**
  - Finds sensitive and relevant information and conversations on social media using natural language processing technology

WHY ML FOR SOCIAL THREATS

- **~100M** Unique Links / Day Analyzed by ZeroFOX
  - *(scale comparison > unique linkes on pinterest & twitter)*
- **2M** Analysis by VT / Day
- **< 24 HR** Half-life for Malicious Links on Social Media
- **5.5 Redirects** on Average
- **>50%** Attacks are Phishing
- **>40%** Social Media Users Have Been Compromised
  - *So says Symantec!*

BAD “PEOPLE”

- Automated behavior
- Suspicious user engagement
- Absence of original content
- Repetitive post content
- Excessive link posting
- Sparse profile



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