

On the Alert: Cyber Security Advice in Emails

The Australian Cyber Security Centre (ACSC) runs a free **email subscription alert** service for the public to notify them of **emerging cyber threats**, and how to protect against them. BETA partnered with the ACSC to find ways of boosting the impact of the alert service.



We trialled two new behaviourally-informed design features in the emails:





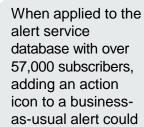
Salient icons to give readers information about the urgency or action required.



A banner calling upon users to share the alert with their contacts.

We found including icons increased email open rates and interaction with the alert, and encouraged more subscribers to share the alert with others by forwarding the email.





result in over 940

more readers.



Including either icon could result in over 340 extra people saving or printing a copy of the alert. The urgency icon could result in 350 more interactions.



Including the banner more than doubled the number of people sharing the email. This could mean around 320 more people sharing each alert with contacts.



Icons and banners are **low-cost**, **low-effort** ways to **improve the spread and appeal of emails** containing important information