



# 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.



When applied to the alert service database with over 57,000 subscribers, adding an action icon to a business-as-usual alert could 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