

# SOCIAL KLEPTO

*Silent Corporate Espionage under Your Nose*

*By Barracuda Labs*



# SOCIAL KLEPTO: The Facts

## ◆ What

- The one who infiltrates and then abuses social networks to glean vital, sensitive business intelligence from key employees within your organization

## ◆ Why

- Because stealing money is illegal and stealing customers is not
- No physical hacking involved; out of target network

## ◆ How

- Comfort level on social networks: Facebook, Twitter, Google+, LinkedIn
- Too much company and employee information on the Internet
- Big data analysis



# STEALING CUSTOMERS: The Old Way

- ◆ 2011: Marcone Supply vs. 1st Source Servall
- ◆ New York Supreme Court
- ◆ Two sales reps left with old customer lists
- ◆ Took list of 3,300 existing customers
- ◆ Resulted in 640 customers stolen
- ◆ \$12 million in revenue loss
- ◆ About 4% of the overall revenue

*"A few months after the deal closed, however, Marcone noticed that many of Wagner's best customers were no longer placing orders."*



# HOW MUCH IS A CUSTOMER WORTH?

## ◆ Formula

- CLV : Customer Lifetime Value
- $CLV = M * (R / (1+I-R))$
- M = Annual Gross Profit
- R = Customer Retention Rate
- I = Discount Rate

## ◆ Example

- Network Security Service
- \$200K/Year Gross Revenue
- \$60K/Year Gross Profit
- Retention Rate = 90%
- Discount Rate = 10%
- $CLV = \$60,000 (0.9 / (1+0.1-0.9))$
- = \$270,000



# VALUE OF A “SALES QUALIFIED LEAD”

LEAD STAGE	CONVERSION RATE	RATIO TO CUSTOMER	LEAD VALUE
INQUIRIES	3%	505.1	\$535
MARKETING QUALIFIED LEADS	55%	15.2	\$17,820
SALES ACCEPTED LEADS	40%	8.3	\$32,400
SALES QUALIFIED LEADS	30%	3.3	\$81,000
NEW CUSTOMERS		1	\$270,000



# Social Klepto: How To



# STEPS TO STEALING LEADS

1. Create bait (fake) LinkedIn accounts
2. Connect with sales representatives at competitors
3. Monitor activity and new connections of that competitor
4. Identify new qualified leads with appropriate data analysis tools
5. Contact and steal the lead



# FOUR TYPES OF BAITS

1. Customer Prospect
2. Job Recruiter
3. Old Colleague
4. Good-Looking Person





# HOW TO MAKE 'CUSTOMER PROSPECT'

- ◆ Blend Job History and Descriptions from similar people
- ◆ Join industry-related LinkedIn Groups
- ◆ Connect with people in the industry or around the target
- ◆ Monitor for 2<sup>nd</sup> & 3<sup>rd</sup> level connections
- ◆ Send requests to targets



# HOW TO MAKE 'OLD COLLEAGUE'

- ◆ Choose low-level position at target company
- ◆ Connect with others from the same company
- ◆ Monitor for 2<sup>nd</sup> & 3<sup>rd</sup> level connections
- ◆ Send requests to targets



# HOW TO MAKE 'JOB RECRUITER'

- ◆ Stage the account, set appropriate profile content (e.g., recruiting experiences, open connector, etc.)
- ◆ Connect with people around the target
- ◆ Monitor for 2<sup>nd</sup> & 3<sup>rd</sup> level connections
- ◆ Send mail about higher-level job opening



# HOW TO MAKE 'GOOD LOOKING PERSON'




# WAYS TO BUILD A CONNECTION BASE

1. Send a lot of requests
2. Connect to a network of fake accounts
3. Buy connections
4. Set account as “open to accept” accounts



## BUYING CONNECTIONS / OPEN CONNECTORS




## Search

Search

Search again in: ☒ Everything ☐ Collections

**Search Results for "linkedin connecti..."** Found 139 best matches

Sort gigs by [Auto](#) | [Rating](#) | [New](#) | [Haz Video](#) | [Express Gigs](#)




### I will grow your LinkedIn network to at least 501+ people for \$5

Few Social Media experts get LinkedIn. ... (by [rickipili](#))

Online Marketing / Social Marketing
Collect Share
order now!

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### I will send 25 Followers to your LinkedIn company page for \$5

Do you have a LinkedIn Company page? I will ... (by [ocollier](#))

Online Marketing / Social Marketing
Collect Share
order now!

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Express

### I will give you 10,000 Active LinkedIn Connections for \$5

I will help boost your LinkedIn Network by ... (by [bushpir8](#))

Online Marketing / Social Marketing
Collect Share
order now!



open networker site:linkedin.com

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About 1,150,000 results (0.09 seconds)

[OpenNetworker.com | LinkedIn](#)  
[www.linkedinin.com/groups/OpenNetworkercom-35555/about ▾](#)  
 Oct 1, 2007 - 60000+ participants! **Open Networkers** are people like you - people who know the incredible value of being open to new opportunities and ...

[Singapore Open Networkers | LinkedIn](#)  
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 Apr 8, 2008 - This is an **open networkers** group for people in Singapore or who want to network with people in Singapore.

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[www.linkedinin.com/in/markavillar ▾](#)  
 Greater Atlanta Area - Contract Recruiting Expert

# SOCIAL KLEPTO WEB INTERFACE



# CREATE BAIT ACCOUNTS

Linkedin Klepto


**Add a Name and Picture**

<

Alonzo Reyna

>

<



>

**Add a Summary**

<

•Full cycle recruiter with great breadth and depth in staffing and well versed with staffing tools •Thorough understanding of staffing process, best practices and metrics for technology market segments- Software and Semiconductor •Superior relationship building capabilities at all level of workforce •Broad and well established personal network with exceptional track record of candidate closure •Organized, self-starter and a great team player Ability to thrive in a fast and rapidly changing environment •Excellent communication, negotiation, presentations, multi-tasking, time management skills and building relationships with customers and partners •Experience in recruiting software, hardware & marketing candidates using web based and direct source recruiting

>

**Add a Position**

<

**Title:** Managing Partner - Global Executive Search - Technology - Telecom - Outsourcing Verticals  
**Company:** Professional Heights  
**Summary:** Seasoned Executive Search professional with 21 yea

>

add

**Add an Education History**

<

**School Name:** University of Southern California  
**Field of Study:** Computer Engineering  
**Degree:** Master of Science  
**Activity:** Lavoisier fellowship (French Ministry of Foreign Affairs), Sagem scholarship (private research grant)  
**End Date:** 1992-01-01

>

add

Create Bait Account



## STEP 1: Start a New Social Klepto

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Next

© Company 2013

Company X  
Barracuda

## STEP 2: Choose Bait Accounts || Target:

Choose

Category: Healthy



**Savanna Julianna**  
Personal Trainer/Actor,  
Entertainment Organizer

Next Step

Next

Category: Business



**Billingsley Tessa**  
BRS Business Department  
Director, Global Accounts

Choose

Category: Law Firm



**Naomi Dube**  
Intellectual Property Attorney  
in a full service law firm

Choose

Category: Technology



**Finn Aliyah**  
EVP and CTO of a Security  
Cloud Company

Choose











Category: Business



**Esmeralda Foster**  
Bank Manager and Business  
Department Director










### STEP 3: Search and Invite Targets || Target: [REDACTED]

 <p><b>Savanna Julianna</b> Personal Trainer/Actor, Entertainment Organizer</p>	<input type="button" value="Invite"/>	 <p><b>Dube Cora</b> [REDACTED]</p>
	<input type="button" value="Invite"/>	 <p><b>Tessa Swenson</b> Vice President - Worldwide Sales / Identity Protection &amp; Verification and Global Accounts</p>
	<input type="button" value="Invite"/>	 <p><b>Billingsley Tessa</b> Sales Engineer and Product Evangelist</p>
 <p><b>Naomi Dube</b> Intellectual Property Attorney in a full service law firm</p>	<input type="button" value="Invite"/>	 <p><b>Foster Taylor</b> Senior Security Sales Engineer [REDACTED]</p>
	<input type="button" value="Invite"/>	 <p><b>Pham Mosher</b> Regional Sales Manager, Mid-Atlantic Commercial [REDACTED]</p>
 <p><b>Finn Aliyah</b> EVP and CTO of a Security Cloud Company</p>	<input type="button" value="Invite"/>	 <p><b>Bianca Carlton</b> Senior Manager, Federal Sales Engineering [REDACTED]</p>
	<input type="button" value="Invite"/>	 <p><b>Naomi Dube</b> Director, North American Pre-Sales [REDACTED]</p>






## STEP 4: Steal Social Streams || Target: [REDACTED]




Target	Status	Actions
 <b>Tessa Swenson</b> Vice President - Worldwide Sales / Identity Protection & Verification and Global Accounts	Accepted	<a href="#">Steal Info</a>
 <b>Dube Cora</b> [REDACTED]	Invited	
 <b>Piper Caroline</b> Sr. Pre-Sales Consultant [REDACTED]	Accepted	<a href="#">Steal Info</a>
 <b>Love Kahn</b> Information Security Sales Professional	Accepted	<a href="#">Steal Info</a>
 <b>Brooklyn Maggie</b> Recruiting for Sales Engineers in Santa Clara and Denver	Invited	
 <b>Adkins Bruce</b> [REDACTED] Director of Sales [REDACTED]	Invited	
 <b>Mckinney Jordyn</b> Productivity Manager - America's Channel & Inside Sales [REDACTED]	Invited	



## STEP 5: Monitoring Target Social Streams || Target: [REDACTED]

Target Profiles	Target Streams
<div><div><b>Dube Cora</b> [REDACTED] [REDACTED]</div><div>Refresh Stream</div></div>	<div>Feb-22 Dube connected [REDACTED] Director of Sales, Western US/Canada at Proofpoint</div> <div>Feb-18 Dube connected [REDACTED] Global Sales Manager at Cisco Systems</div> <div>Feb-12 Dube connected [REDACTED] Truckee Real Estate, Tahoe Donner Homes, Your Tahoe Realtor for the Truckee and North Lake Tahoe Areas</div> <div>Feb-11 Dube connected [REDACTED] EMC Area Manager at Arrow Electronics</div> <div>Feb-10 Dube connected [REDACTED] Director of Data Analytics at Intel Media</div> <div>Feb-09 Dube connected [REDACTED] Independent Financial Consultant</div> <div>Feb-06 Dube connected [REDACTED] Corporate Account Executive at ClearSlide</div> <div>Feb-05 Dube connected [REDACTED] Sales Consultant at ETC</div>
<div><div><b>Kahn Forrest</b> Manager, Inside Sales [REDACTED]</div><div>Refresh Stream</div></div>	<div>Feb-22 Kahn connected [REDACTED] Product Manager at Cisco</div> <div>Feb-14 Kahn connected [REDACTED] Executive Recruiter</div> <div>Feb-06 Kahn connected [REDACTED] Managing Partner at Golden Hire Consulting</div> <div>Feb-06 Kahn connected [REDACTED] Providing Expertise, Scalable Technology and Protection Through Shared Liability For Massachusetts Area Organizations</div> <div>Feb-06 Kahn connected [REDACTED] North East Regional Sales Manager</div> <div>Feb-05 Kahn connected [REDACTED] Project Planner at BAE Systems</div>
<div><div><b>Brooklyn Maggie</b> Recruiting for Sales Engineers in [REDACTED]</div><div>Refresh Stream</div></div>	<div>Feb-20 Brooklyn connected [REDACTED] Managing Partner   ARG -AgentHR Recruiting Group   Talent Acquisition   Technology   Sales   Sales Engineers</div> <div>Feb-10 Brooklyn connected [REDACTED] Manager, Sales Operations at Entrust</div> <div>Feb-07 Brooklyn connected [REDACTED] Squash Professional</div> <div>Feb-06 Brooklyn connected [REDACTED] Client Partner, Identity and Access Management at Verizon Business</div>

## Social Klepto Dashboard || Target:

Bait Accounts	#Invitation	#Accept	#Stream
 <b>Savanna Julianna</b> Personal Trainer/Actor, Entertainment Organizer	28	15 53.57%	8 28.57%
 <b>Naomi Dube</b> Intellectual Property Attorney in a full service law firm	28	17 60.71%	9 32.14%
 <b>Finn Aliyah</b> EVP and CTO of a Security Cloud Company	28	7 25.00%	3 10.71%
 <b>Esmeralda Foster</b> Bank Manager and Business Department Director	28	9 32.14%	5 17.86%

# RESULTS



# FORTUNE 50 QUALIFIED LEAD



**Aliyah Finch**  
**Vice President**  
**Worldwide**  
**Sales,**

Refresh Stream

Feb-19 Aliyah connected **High-Tech Marketing Expert**

Feb-18 Aliyah connected **IBM Fellow**

Feb-18 Aliyah connected **Director of Information Security at Omgeo**

Feb-17 Aliyah connected **Experienced and Versatile Sales Operations Professional**

Feb-17 Aliyah connected **WebSphere Sales at IBM Federal Software**

Feb-16 Aliyah connected **Enterprise Security Architect**

Feb-14 Aliyah connected **Regional Sales Manager at NetWitness**

Feb-14 Aliyah connected **Executive Manager**


Feb-04 Aliyah connected **Sr. Director, Strategic Accounts & Alliances - Security at VSS Monitoring**

Feb-26 Aliyah connected **Chief Cyber Security Architect at The Boeing Company**





# RENEWAL / DISPLACEMENT OPPORTUNITY



**Paige Joanna**  
**Inside Sales**  
**Maintenance**  
**Renewal (West Coast)**

Refresh Stream

Feb-20 Paige connected **Escalation manager Americas**

Feb-15 Paige connected **Manager, Vendor and Contract, Federal Home Loan Bank of San Francisco**

Feb-10 Paige connected **Recent Finance & Management Graduate Seeking New Opportunities**



# MAJOR SALES PROJECT UNDERWAY



**Taylor Wyman**  
**Regional Sales**  
**Director**

Refresh Stream


Feb-21 Taylor connected [redacted] **Recruiter, Sourcer**  
Feb-21 Taylor connected [redacted] **VP and Chief Information Security Officer at First National Nebraska Inc.**  
Feb-20 Taylor connected [redacted] **VP of North American Sales at Authentify, Inc.**  
Feb-19 Taylor connected [redacted] **Technical Architect at Sprint**  
Feb-18 Taylor connected [redacted] **Systems Support Analyst at MoneyGram International**  
Feb-08 Taylor connected [redacted] **Director Corporate Procurement IT Strategic Sourcing at Express Scripts, Inc.**  
Feb-07 Taylor connected [redacted] **Sr. Sales Director - Midwest Region at LexisNexis**  
Feb-07 Taylor connected [redacted] **Sr. Technical Specialist at BJC Healthcare**  
Feb-05 Taylor connected [redacted] **Security Architect at MoneyGram International**  
Feb-05 Taylor connected [redacted] **Information Security Leader**  
Feb-05 Taylor connected [redacted] **Account Executive at Fishnet Security, Inc.**  
Feb-25 Taylor connected [redacted] **VP - Information Security at Western Union**  
Feb-25 Taylor connected [redacted] **AVP Specialty Finance at One Nevada Credit Union**  
Feb-25 Taylor joined Outsourcing Forum for Contact Center Professionals  
Feb-25 Taylor connected [redacted] **SVP/Group Head - Fraud Management Solutions at MasterCard**





# HOW TO NOT GET ROBBED




# CHANGE DEFAULT PROFILE SETTINGS

 **Profile**

 **Email Preferences**

 **Groups, Companies & Applications**

 **Account**

**Privacy Controls**

Turn on/off your activity broadcasts

Select who can see your activity feed

Select what others see when you've viewed their profile

Select who can see your connections

Change your profile photo & visibility »

Show/hide "Viewers of this profile also viewed" box

**Settings**

Manage your Twitter settings

**Helpful Links**

Edit your name, location & industry »

Edit your profile »

Edit your public profile »

Manage your recommendations »



# TURN OFF ACTIVITY BROADCASTS

Activity broadcasts

By selecting this option, your activity updates will be shared in your activity feed.

☒ Let people know when you change your profile, make recommendations, or follow companies

Note: You may want to turn this option off if you're looking for a job and don't want your present employer to see that you're updating your profile.

[Save changes](#) or [Cancel](#)

Who can see your activity feed

Your activity feed displays actions you've performed on LinkedIn. Select who can see your activity feed.

[Your connections](#)

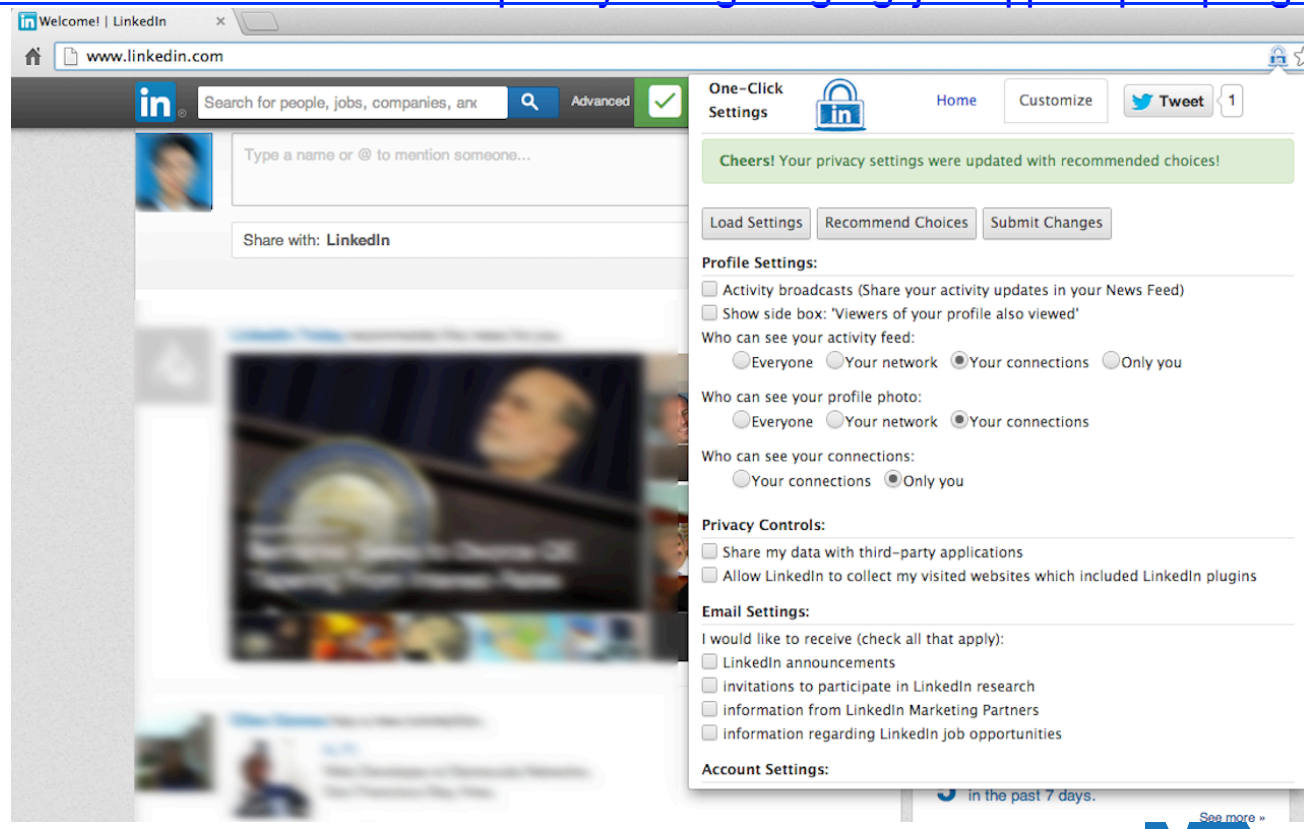
[Save changes](#) or [Cancel](#)



# CHROME EXTENSION: ONE-CLICK LINKEDIN PRIVACY SETTINGS


<https://chrome.google.com/webstore/detail/one-click-privacy-setting/ndbgecgajaalmppafcopncbpbkigikif>

<http://bit.ly/cuda1click>



# OTHER USES OF SOCIAL KLEPTO

- M&A Intel
- Hiring Intelligence



**Adkins Cheyenne**  
Recruiting for  
Sales Engineers  
in Santa Clara  
and Denver

Refresh Stream

Feb-20 Adkins connected [redacted] **Managing Partner |** [redacted]  
[redacted] **Talent Acquisition | Technology | Sales | Sales Engineers**

Feb-10 Adkins connected [redacted] **Manager, Sales Operations at** [redacted]

Feb-07 Adkins connected [redacted] **Squad Lead Professional**

Feb-06 Adkins connected [redacted] **Client Partner, Identity and Access**  
**Management at** [redacted]

Feb-26 Adkins connected [redacted] **Systems Engineer at** [redacted]



The background features two large, stylized, blue shapes. On the left is a shape resembling a large, curved letter 'L' or a partial circle. On the right is a more complex shape, possibly a stylized 'Z' or a series of connected curves. The text 'Thank You' is centered between these two shapes.

Thank You