

# Bigmouthmedia research reveals rise of Google Phishing



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Press Release Author: [Bigmouthmedia Ltd](#)

Industry: [Internet & Online](#)

## **Press Release Summary: Bigmouthmedia warn that online fraudsters are targeting Google AdWords users**

Press Release Body: **Bigmouthmedia** has warned that online fraudsters are targeting **Google AdWords** users in an attempt to steal internet traffic and gain access to the banking details of businesses and individuals.

According to the latest research from Europe's largest independent [digital marketing](#) agency, the volume of 'phishing' emails designed to trick customers into handing over their AdWords account login details has increased rapidly within the last six months. Analysis of traffic statistics for April reveals a rise of 240% on the monthly average for 2007.

Although web users are familiar with fraudulent emails seeking usernames and passwords for online banking facilities, **Google Phishing** is a relatively new phenomenon. Victims are targeted not only for the details that would leave them open to identity theft, but also find their AdWords traffic redirected to the perpetrators' site.

*"Google traffic is as good as cash on the internet, so it was perhaps inevitable that criminals would begin targeting **AdWords** users. Our research shows that 2008 has witnessed a massive leap in these phishing attempts however, and there is a clear need for site owners*

*to be aware of the threat,"* said **Lyndsay Menzies, Managing Director of [bigmouthmedia](http://www.bigmouthmedia.com/) UK.**

**"Users should remember that Google's AdWords team will never send an unsolicited message asking for your password or other sensitive information by email."**

Notes to Editor:

## **About**

## **bigmouthmedia**

Founded in 1997, bigmouthmedia are leaders in digital marketing, with a team of over 200 staff across 13 offices in 10 countries on 3 continents the company maximizes return and exposure for major brands online through a variety of fully integrated digital marketing channels: [Search Engine Optimisation](#), [PPC](#), Display Advertising, Affiliate Marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics.

**Bigmouthmedia** services big-brand customers globally including: Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

**Bigmouthmedia is a Deloitte Fast Growth winner and a 2007 FT Best Place to Work. 2007 saw the company celebrate its tenth anniversary and global CEO Steve Leach celebrated a unique hat-trick of major business awards; UK Entrepreneur of the Year title at the National Business Awards and National Business Awards for Scotland and UK as well being named European Entrepreneur at a recent ceremony in Paris.**

**Web Site:** <http://www.bigmouthmedia.com/>

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