KnowBe4
Human error. Conquered.

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What Is AIDA

Meet AIDA – your smart sidekick that trains your employees to make smarter security decisions.

AIDA stands for Artificial Intelligence Driven Agent and uses artificial intelligence to help you dynamically select phishing security test templates and recommend optional learning suggestions based on the knowledge and skill level of your users - *automatically.* In short, AIDA leverages the power of AI to inoculate your employees against social engineering.

Why AIDA?

Using data from AIDA, KnowBe4's **AI-Driven Phishing** and **AI-Recommended Optional Learning** features allow you to give your users a more individualized learning experience that adapts to their specific roles, current level of knowledge, phishing and training performance history, and risk factors.

AI-Driven Phishing

Using data from KnowBe4's AIDA, a recommendation engine enables you to **automate the dynamic selection of unique phishing security test templates** for your users. Think of it as your own AI phishing assistant that **automatically chooses the best phishing test for each user, at that moment.** When you use AI-Driven Phishing, you essentially create a unique phishing campaign for each of your users to make sure every user receives simulated phishing tests personalized to their individual level. It analyzes user data such as the number of failed phishing security tests, the types of attack vectors in those failures, how often suspicious emails are reported through the Phish Alert Button, the frequency and recency of training completions, and more.

KnowBe4's algorithm **analyzes the unique data and attributes** of each of your users, compares against the historical behavioral data of tens of millions of KnowBe4 phishing test users, and identifies and ranks phishing templates that match the skill level of each of your users. Then, the algorithm will **select a challenging phishing security test** from your Admin-approved templates, and adapt the degree of difficulty appropriately depending on the unique profile of each user.

AI-Driven Phishing is a great way to enhance your remedial training efforts for users that routinely fail phishing tests, or have a low volume of user reported messages using the Phish Alert Button. You can also use this feature to set up campaigns that challenge your more seasoned security-aware users **leveraging the power of AI to keep your users on their toes with security top of mind!**

AI-Recommended Optional Learning

Using data from AIDA, a recommendation engine allows you to automatically serve up relevant and optional learning content for your users **based on each user's engagement** with their assigned security awareness training and previous course completions. AIDA enables you to offer your users additional training content from your KnowBe4 ModStore, without the need to create a separate training campaign.

The AI-Recommended Optional Learning content is based on the following information:

- The optional learning content that the user has completed.
- The content that has been assigned to the user in a training campaign.
- How the user has rated content assigned to them in a training campaign.
- As users complete more content and provide more feedback, they will receive more relevant recommendations.

Both AI-Driven Phishing and AI-Recommended Optional Learning features are available to KnowBe4 customers with a Diamond Level subscription.

Not a Diamond Customer? **Request your upgrade quote today!**

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