

## Subject Line: Leveling up your email security

Dear Customer,

In line with our continued to commitment to keeping your business safe from cyber-attacks, we will be upgrading your email security.

It is estimated that more than 90% of cyber-attacks begin with email – making it by far the easiest, and most successful way for cybercriminals to gain access to your business.

Now more than ever, small businesses are being specifically targeted, as they are seen as soft targets and easy wins.

Sadly, 60% of small businesses permanently close after falling victim to a cyber-attack, according to this report by Inc.

Your current email security solution does an excellent job of protecting your email perimeter and keeping you safe from external attacks, but it cannot protect against an attack launched from within your organisation, which can occur when a mailbox is compromised.

We are now upgrading you to a Unified solution - which protects against insider attacks along with providing additional security capabilities that will make you safer.

In order to cover the additional licensing cost, you will notice a small increase in your monthly bill of [INSERT AMOUNT] per user.

We appreciate your continued business,

[Your company]