

aws marketplace

Gophish

Reviews, tips, and advice from real users



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Product Recap



Gophish

Gophish Recap

Gophish is an open-source phishing toolkit aimed at simplifying the creation and execution of phishing campaigns for cybersecurity professionals.

Designed to cater to organizations seeking to enhance their security awareness, Gophish offers a streamlined process for launching phishing simulations. It provides a customizable environment, allowing users to simulate real-world phishing scenarios efficiently. With its user-friendly interface, even those with limited technical skills can easily navigate and deploy effective campaigns. Gophish has become a vital tool for companies looking to test employee susceptibility to phishing attacks and refine their security protocols.

What are the key features of Gophish?

- **Campaign Automation:** Automate phishing campaigns with pre-designed templates and schedules.
- **Customizable Landing Pages:** Easily create and edit landing pages to closely mimic real phishing sites.
- **Real-time Reporting:** Obtain immediate results and insights for each campaign to assess effectiveness.
- **User Management:** Organize targets into groups for specific and detailed phishing simulations.

What benefits and ROI can users expect?

- **Enhanced Security Awareness:** Users gain valuable insights into employee responses to phishing attempts.
- **Cost-effective Training:** Reduces the need for expensive external security consultants.
- **Improved Incident Response:** Helps organizations develop more robust protocols against security threats.
- **Scalable Solutions:** Easily manage small to large-scale campaigns with minimal operational impact.

Gophish is widely adopted across banking, healthcare, and retail industries to tackle specific challenges related to phishing risks. In banking, it helps simulate threats that target customer financial information. Healthcare organizations leverage it to protect sensitive patient data by educating staff to recognize phishing attempts. In retail, Gophish assists in safeguarding consumer transaction data. Its adaptability and effectiveness make it a favored choice for diverse industry needs.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “The impact it has had is that we have been able to sell it to clients who, for example, do not have the money to pay for a platform because they are small startups, and so with Gophish we create a solution that is cheaper for them.”



Juanfran Celdran

Administrador de sistemas informaticos en red at a consultancy with 201-500 employees

- ✓ “The best feature that Gophish offers is its customizability; it makes everything look very professional and makes tracking very easy.”



Rocky Yuan

Senior Offensive Security Engineer at a computer software company with 1,001-5,000 employees

- ✓ “I would say not to think twice and to use Gophish; it is a good tool with excellent features and a good dashboard, so there is no reason to keep looking elsewhere.”



Verified user

Especialista em Cibersegurança at a security firm with 5,001-10,000 employees

- ✓ “Gophish, despite being a free tool, fits very well because it has all the features we need, from creating landing pages and creating the email to tracking the click traffic and the ingestion of information.”



Gabriel Avila

Especialista em Segurança da informação at a manufacturing company with 501-1,000 employees

- ✓ “Gophish is a good structure and a good technological innovation that deserves to be studied and much better known by the world because not everyone knows Gophish.”



Mamadou Talibe DIALLO

Supervisor Informatiic

- ✓ “Gophish has really improved security awareness in my organization.”



Bright Boateng

Soc Analyst And Threat Intelligence Analyst at CYBERTEQ

- ✓ “I really appreciate using Gophish because it is open-source and non-paid, which provides cost savings for the company and allows modifications so you can use it in your own way.”



Verified user

IT Secur IT Y at a manufacturing company with 11-50 employees

What users had to say about valuable features:

“The best features offered by Gophish stand out to me as most valuable because we can design virtual sites for intrusions, especially with cybercrime testing with phishing awareness. We have a backlog where we can monitor the number of links clicked and the number of links not clicked.

“These elements are useful to me with Gophish because we actually understand the mindset of users after the awareness session, whether they have already absorbed the advice that was given to them. Through the phishing and penetration testing we conducted, Gophish has had a major positive impact on my organization, especially in my department, because we were able to find out whether the different users already understood the concept of phishing..”

Mamadou Talibe DIALLO

Supervisor Informatique

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“In my opinion, the best features that Gophish offers are the customized dashboard.

The customized dashboard makes my work easier and brings benefits to the monitoring of campaigns because quick access and the information laid out in a user-friendly way allow me to monitor all campaigns in a single place.

Gophish has had a positive impact on my organization by using a tool that has an open-source version. We can start phishing campaigns that until a short time ago were not carried out. In addition, it is a tool with good features and a good dashboard but free, so it got everyone here excited.

I notice it in the team; people are a little more excited to configure, parameterize, and send new campaigns from within Gophish..”

Verified user

Especialista em Cibersegurança at a security firm with 5,001-10,000 employees

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“The best features that Gophish offers are that it has an easy-to-use platform and that it also has documentation to guide you through the implementation.

“The ease of use and the documentation have helped me in my daily work with Gophish because, having zero experience with this platform, by looking up the documentation and having an easy-to-use interface, it was much easier for me to learn and implement it in the organization.

“Gophish has positively impacted my organization by finding security gaps among our collaborators, and we found people who did not know or did not understand security. This platform helped us to be able to train collaborators about phishing after the tests..”

Verified user

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Analista de TI at a educational organization with 1,001-5,000 employees

“Gophish, despite being a free tool, fits very well because it has all the features we need, from creating landing pages and creating the email to tracking the click traffic and the ingestion of information. We stopped spending on a paid tool and can redirect that budget to other needs. All thanks to Gophish, which is a complete and free tool.

“All features are useful, from uploading recipients in bulk to creating landing pages, creating emails, and having tracking of the entire email trail. I can track sending, receiving, clicking on the link, managing information, and whether the person then joined the training campaign. All these items in Gophish are absolutely valuable.

“With the tracking of the email trail, I can truly know the campaign's adherence, if it was received, if it was read, and if data was input. After the data was input, I can see what the user did. I have a complete mapping of the phishing campaign to know whether it was really accurate and met our expectations..”

Gabriel Avila

Especialista em Segurança da informação at a manufacturing company with 501-1,000 employees

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“One of the best features I like in Gophish is the site importation feature that allows you to import sites by simply pasting the URL of any existing landing page in order to automatically get the HTML and CSS content, a clone of it.


Another feature I find valuable is the built-in credential harvesting feature which allows you to harvest credentials when it comes to your phishing simulations.

Gophish has really improved security awareness in my organization. As we conduct phishing simulations, we also make sure we conduct awareness training alongside them. After the phishing simulation that we do, with the results that we get, we make sure we do the necessary remediations and take the necessary actions. For instance, if we realize that a particular person is a victim to the phish test that we conducted, what we do is educate the person and train the person so that the person becomes aware of phishing and aware of their security, and also helps them have some form of knowledge when it comes to their security.

I cannot give exact numbers, but what I can say is there has been a reduction in phishing. There has been a reduction in interaction with phishing emails, so most people have become aware now. Whenever they see a phishing email, they really know that it is a phishing email based on certain features that we have taken them through in order for them to identify whether an email is phishing or not. We have made them aware and also utilized the tool in order to help them have a feel of how it works in the real world. We taught them features such as typo-squatting and many other techniques..”

Bright Boateng

Soc Analyst And Threat Intelligence Analyst at CYBERTEQ

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“The best features are that it is free software and that you can put in your own templates and from there you make customized templates to your liking. It does not give you everything pre-made like other platforms such as Proofpoint, but it is quite good because you learn and it is more traditional to use Gophish.


“The solutions it provides are that you can use it at whatever level you want. It is super free and has no limitation. I have used it in many areas: traditional email phishing, smishing or quishing, and it allows you to create whatever templates you want. It is more than free enough and you set up the configuration as you prefer. It is free, unlike others such as KnowBe4 or Proofpoint, where everything comes already pre-made, whereas with Gophish you can do it freely to your liking with DNS configuration, the email settings such as SPF, DKIM, DMARC, whatever it may be.

“Gophish's features are that it is free, you can do whatever you want, and it is super basic. If you know IT, HTML, CSS, JavaScript, it is useful for making templates to your liking and tailored to you, not some pre-cooked templates like the ones you get from KnowBe4 or Proofpoint.

“The impact it has had is that we have been able to sell it to clients who, for example, do not have the money to pay for a platform because they are small startups, and so with Gophish we create a solution that is cheaper for them. Paying for Proofpoint or KnowBe4 is too expensive, and with Gophish being free software and open source, anyone can run campaigns.

“It has been thanks to the people who have fallen for the phishing. When they fall for a phishing, for example, we take them to an educational page, where thanks to that educational content they know that they have fallen for that phishing and from there we raise their awareness so they do not fall for phishing again..”

Juanfran Celdran

[Read full review](#) 

Administrador de sistemas informaticos en red at a consultancy with 201-500 employees

Other Solutions Considered

“Another tool that I have used was Evilginx, but I did not switch. I think I like using Gophish because it is a lot simpler, simple to use, and simple to set up..”

Bright Boateng

Soc Analyst And Threat Intelligence Analyst at CYBERTEQ

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“I didn't have any problems because the setup has a lot of documentation, there is support, and I didn't have any licensing because we use the free version..”

Gabriel Avila

Especialista em Segurança da informação at a manufacturing company with 501-1,000 employees

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“I did not use any other option. I have always used Gophish because it is free software. I could have also used KnowBe4 or Proofpoint, but those platforms are paid.

“I did not evaluate other options. With Gophish being free there is no other option..”

Juanfran Celdran

Administrador de sistemas informaticos en red at a consultancy with 201-500 employees

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ROI

Real user quotes about their ROI:

“It made it possible for us to direct financial and human resources toward training, hiring training tools, hiring support to improve the security of the environment..”

Gabriel Avila

Especialista em Segurança da informação at a manufacturing company with 501-1,000 employees

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“I have seen a return on investment generally because it is just time saved; if I were to self-create that, it would take a lot of tokens, so it is nice not to have to build it myself..”

Rocky Yuan

Senior Offensive Security Engineer at a computer software company with 1,001-5,000 employees

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“I have seen a return on investment with Gophish, as indicated by the savings in implementation time and the responses we had to measure the awareness of the collaborators..”

Verified user

Analista de TI at a educational organization with 1,001-5,000 employees

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“The return on investment is obvious. In terms of saving on staff, you save yourself from spending hundreds of thousands of euros on buying platforms like Proofpoint or KnowBe4. Those platforms are paid and are more professional, intended for doing this at large scale, and Gophish is quite good because it also serves to run phishing campaigns. The thing is that you save money because all you need for Gophish to work is a VPS and a domain on which you are going to run the phishing campaign, and that is it, because Gophish itself is free software and is free of charge..”

Juanfran Celdran

Administrador de sistemas informaticos en red at a consultancy with 201-500 employees

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Use Case

“My main use case for Gophish is to create phishing campaigns and to test, mostly for phishing simulation across organizations. I create custom templates when I set up those phishing campaigns, and I also set up the campaign according to the departments..”

Bright Boateng

Soc Analyst And Threat Intelligence Analyst at CYBERTEQ

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“I have been using Gophish for a year. My main use case for Gophish is awareness campaigns for staff. A specific example of how I use Gophish in a campaign for staff is that I create fake internal-use pages and send them to collaborators' emails to see if they fall for the tests..”


Verified user

Analista de TI at a educational organization with 1,001-5,000 employees

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“My main use case for Gophish is sending phishing emails. The main benefit of using Gophish in phishing campaigns is the monitoring panel because sending emails by other methods already exists through other tools. The ease of configuration and the visual feedback in the tool is what makes me want to use Gophish..”

Verified user

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Especialista em Cibersegurança at a security firm with 5,001-10,000 employees

“Gophish is used in my current company and in my previous one for anti-phishing campaigns, awareness campaigns, and training in the company.

“In our last campaign, for example, we created a fake iFood ad where the user had to click on the link. This link would take them to a login screen for our corporate email. After entering their information, they received an alert saying they had fallen for a phishing attempt, with a link for them to join a training campaign. All of this with analysis was created within Gophish..”

Gabriel Avila

[Read full review](#) 

Especialista em Segurança da informação at a manufacturing company with 501-1,000 employees

“My main use case for Gophish is for penetration testing on cybersecurity with phishing links and others. We used Gophish to test the mindset of different users in the company. We used Gophish to send intrusion links and links by email, for example, links supposedly from sites they visit or related to their Facebook or Instagram account.

“We determined the number of people who clicked on the link, those who reported it before clicking on the link, and those who did not click on the link. It was a survey campaign that we conducted after an awareness session that we carried out with the different users of the company..”

Mamadou Talibe DIALLO

Supervisor Informatique

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“The main use I make of Gophish is to carry out phishing campaigns for clients. In this case, I work for external companies that ask their employees to participate in awareness campaigns so that their company does not fall for scams and, of course, so their data does not end up compromised on the Dark Web, for example.

“One campaign I carried out was for Embutidos Martínez, in which the timing was based on the fact that it was around November, so it was about Black Friday, and many people fell for it because Black Friday is all about offers before Christmas. From there, many people fell for the phishing since we were advertising all kinds of products, especially technology products which at that time of year are the ones most commonly bought for Christmas.

“I focus on doing phishing campaigns, although not just traditional phishing of sending an email and then leading to another email, but also smishing and quishing. I have carried out these campaigns, in which I used Gophish in parallel because it generates a token and from that token you can then create quishing and smishing.

“I used it for various types, not just traditional phishing but also quishing and smishing..”

Juanfran Celdran

Administrador de sistemas informaticos en red at a consultancy with 201-500 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Above all, patience and having a lot of information about IT topics are required, being clear on what DNS is, what a VPS is, and knowing what SPF, DKIM, DMARC are, which are checks that emails have to verify that they come from that sender, for example the email. Knowing all that information and knowing how to configure it is essential. Especially if you like making email templates, it is very good. From an email you receive, for example, that you want to phish with, you can import it directly into Gophish. That is wonderful..”

Juanfran Celdran

Administrador de sistemas informaticos en red at a consultancy with 201-500 employees

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Customer Service and Support

“There is no support for Gophish because it is open source, so I have not needed to contact assistance or technical support for this tool.

“We have no contact with Gophish aside from being a customer..”

Verified user

Ingénieur en Sécurité at a tech vendor with 501-1,000 employees

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“I have never reached out to customer support before. What I normally do is research, sometimes read the documentation, or sometimes go through some YouTube videos to find my way around things instead of contacting support directly. If I do everything that I have already said and it does not work out, the next thing I tend to do is contact customer support. As of now, I have never contacted customer support before..”

Bright Boateng

Soc Analyst And Threat Intelligence Analyst at CYBERTEQ

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Other Advice

“I would say not to think twice and to use Gophish; it is a good tool with excellent features and a good dashboard, so there is no reason to keep looking elsewhere. I would rate this product 8 out of 10..”

Verified user

Especialista em Cibersegurança at a security firm with 5,001-10,000 employees

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“I do not know what advice to give to a company that is considering using Gophish regarding points to watch out for or anticipate. My overall rating for this product is 8 out of 10..”

Verified user

Ingénieur en Sécurité at a tech vendor with 501-1,000 employees

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“I hope that Gophish continues as a project and includes improvements. It is quite good and a simple, straightforward platform that anyone can use. Of course, you need some IT knowledge because someone who does not know about IT cannot use it. Proofpoint or KnowBe4 is more pre-made for doing phishing campaigns because it is just clicks, but of course, as Gophish is very customizable, you can create your templates and create your campaigns. I gave this review a rating of seven out of ten..”

Juanfran Celdran

Administrador de sistemas informaticos en red at a consultancy with 201-500 employees

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“One piece of advice I give to those who need to use Gophish is to be patient and read extensively. If necessary, even follow user manuals to better grasp Gophish's functionality.

“Gophish is a good structure and a good technological innovation that deserves to be studied and much better known by the world because not everyone knows Gophish. Gophish is good and the structure is solid. I gave this product a rating of eight out of ten..”

Mamadou Talibe DIALLO

Supervisor Informatique

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“My advice to other professionals who are considering using Gophish is that it is a platform for people who are just starting out and do not have the resources and also do not have knowledge. It is an excellent platform to start with and learn about the world of awareness campaigns for collaborators. It is an easy-to-use, stable platform; it can be set up on different platforms, whether Windows or

Linux, and it is easy to use since it has an integrated interface that is very easy to use and it has no cost. Gophish would be an interesting platform to start testing awareness platforms for phishing campaigns. I would give this platform a rating of 10..”

Verified user

Analista de TI at a educational organization with 1,001-5,000 employees

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“For others looking into Gophish, my advice to them is for them to really start using it. They should not be wasting time on planning. As long as they have the mentality that they are going for Gophish, they should just start using the tool and stop planning. This is because the tool is very great. When it comes to scalability, when it comes to setting up phishlets, everything has been made simple. I think, especially for those who are now starting with phishing, this would be a great start because you can clone other websites easily and do many other actions easily. Setting up a campaign is also very simple. Gophish has made the user experience very easy for its users, and that is a good thing. I rate this product a nine out of ten..”

Bright Boateng

Soc Analyst And Threat Intelligence Analyst at CYBERTEQ

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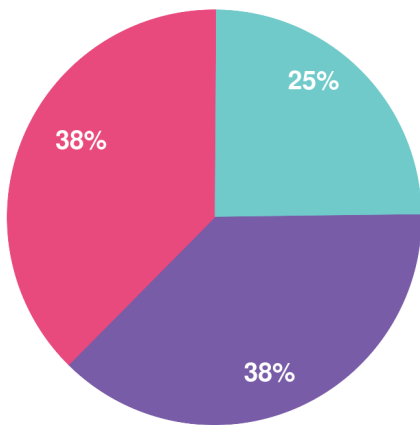
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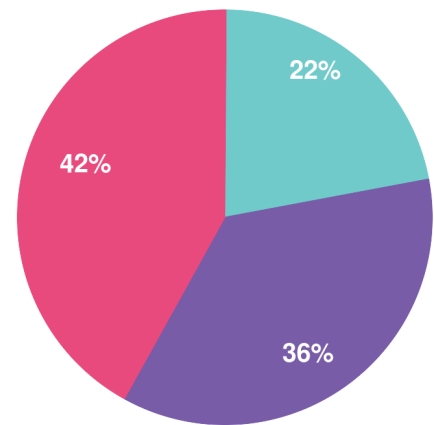


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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