



# 2024 Phishing Scams Study

New technologies contribute to record high reports.

In 2023, complaints to BBB® about phishing scams nearly doubled – a record high. With the current year’s reports trending up, phishing is clearly on the rise.

## Reports across North America (2021-2023)

19,763

BBB Scam  
Tracker<sup>SM</sup> Reports

962,508

FBI Internet Crime  
Complaint Center

## BBB reports by type

PHISHING

8,346

PHARMING

315

VISHING

7,416

BUSINESS EMAIL COMPROMISE

200

SMISHING

3,486

## Phishing attempts come in a variety of forms



### Email

- Malicious links or documents attached
- Pretends to be from a well-known company
- Can come from compromised trusted addresses



### Text Messages

- Attempts to get you to click on a link
- Preys on people’s inherent trust of texts over email
- Fake delivery issue scams often use this method



### Voicemails/Calls

- Threatening language to get you to call or stay on line
- Scam numbers on search engines
- Law enforcement or government imposter scams



### Malware

- Used to initiate tech support or ransomware scams
- Locks computer and requires you to call a number
- Claims to have recorded webcam videos/photos

Research and find trusted BBB Accredited  
Businesses at [BBB.org](https://www.bbb.org)

## Phishing Scam Red Flags

- Claims suspicious activity or fraudulent logins
- Describes unexpected problems with an account
- Tries to confirm financial information
- Requests to click a link to make a payment
- Pairs generic message with a logo of a well-known company
- Uses typo-filled and urgent language

## How can businesses protect themselves?

- Verify unknown emailed invoices before paying
- Confirm emails from what appears to be trusted sources, before giving information
- Implement multi-factor authentication for all payment processes to vendors
- Train employees on how to spot and avoid phishing scams
- Create best practices policies

For the complete Phishing Scams  
Study and more, visit  
[BBB.org/scamstudies](https://www.bbb.org/scamstudies)



Report scams on  
[BBB.org/scamtracker](https://www.bbb.org/scamtracker)