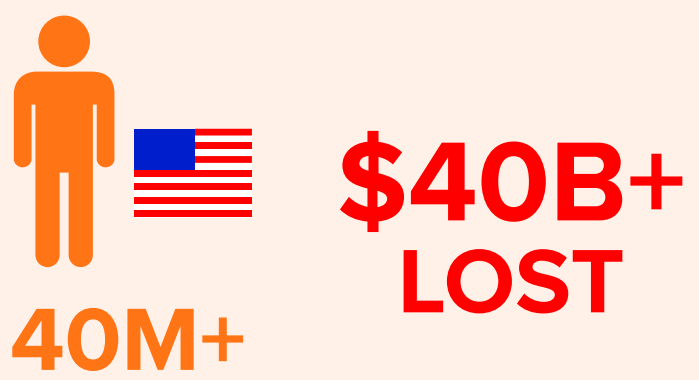


Survey Reveals Scale of Brand Imposter Risks to Consumers Young People Are Surprisingly Vulnerable to Scam Robocalls and Texts

YouMail Protective Services surveyed 361 U.S. consumers drawn from a representative cross-section of age groups, geographic regions, and income levels in March 2023 and released the findings examining the frequency and impact of the growing problem of brand impersonation scam calls and texts.

How big is the problem? Much bigger than people realize



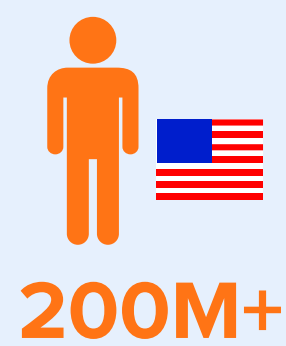
Who is being scammed?
Young people are surprisingly getting more scams than boomers



Who gets blamed?
People blame the brands - NOT the phone companies or the government



Brand Impersonation Scams are Ubiquitous



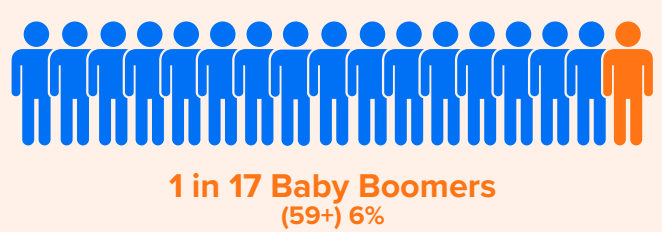
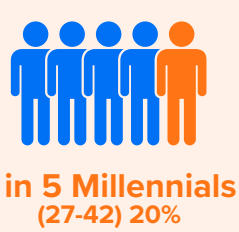
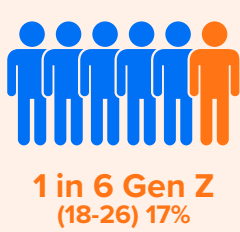
Most common scams were:



Brand Impersonation Scams Affect the Young More Than the Old



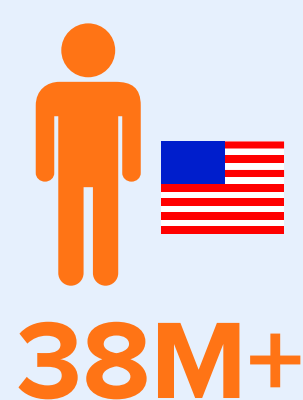
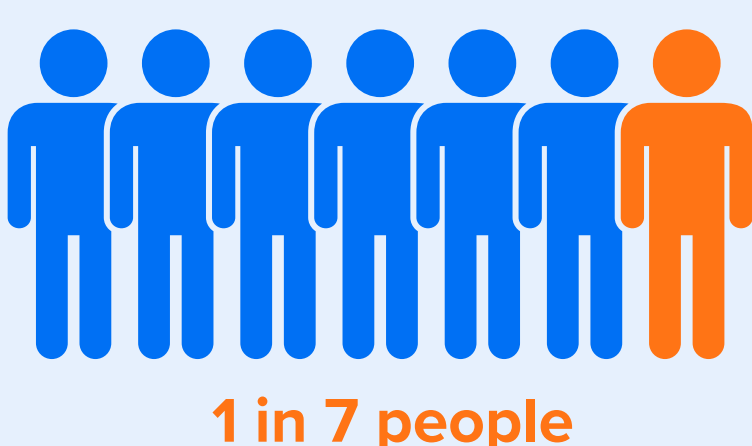
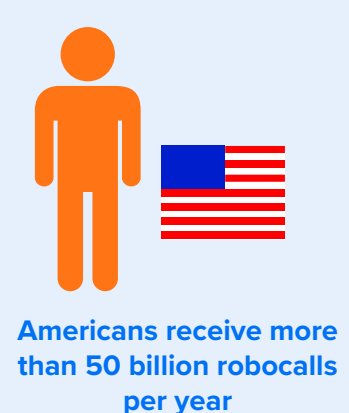
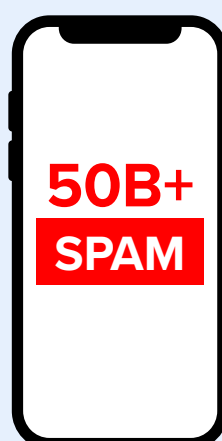
Have Received Brand Impersonation Scam Calls And Texts



Suffered Financial Losses From Scams

Younger generations 3x more likely
to suffer financial losses from an imposter scam than the oldest adults

Brand Impersonation Scams Are Costly



Brand Impersonation Scams Severely Harm Brands, In Some Cases Forever

