

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



1 in 7 report being scammed





Who is being scammed?

Young people are surprisingly getting more scams than boomers



Who gets blamed? People blame the brands - NOT the

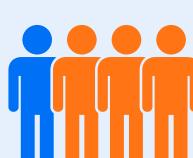
phone companies or the government



1 in 2 people

expect the brand to solve the problem. Scammers most frequently pose as financial institutions and package delivery companies

Brand Impersonation Scams are Ubiquitous



3 of 4 people have been the target of brand impersonation scam



Most common scams were:

Financial Services

Hospitality Services

51%

49%

Package Delivery Companies

45%

e-commerce sites and online stores

21%



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

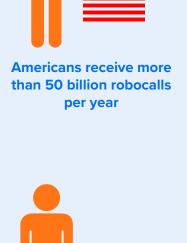
to suffer financial losses from an imposter scam than the oldest adults

Brand Impersonation Scams Are Costly

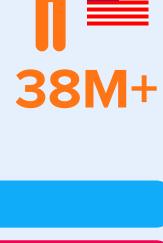








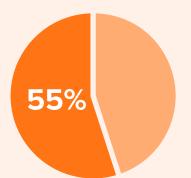




6% Lost \$1,000 or more (15M+ adults)

Lost \$99 - \$999

Brand Impersonation Scams Severely Harm Brands, In Some Cases Forever



22%

People would complain to the original brand about impersonation. Leads to costs for the brand dealing with those contacts and more to

help them address the losses.



Are less likely to

accept calls or texts

from brands that have

suffered imposter calls



Lose trust in doing business with the

original brand