

The State of Brand Impersonation

Brand impersonation is a widespread and growing problem. The affinity that your customers have for your products and services can be used to make phishing attacks more successful. These attacks, executed through email, text, social networks, ads, and more, are capable of substantial harm to both your customers and your brand.

1,270,883

The growing problem

1,270,883 phishing attacks were observed in Q3 2022 – a new record¹

40%

Why it works

40% of consumers don't hesitate to click on links in emails from their favorite brands

Phishing + brand impersonation = increased attack success

15%

of all phishing emails impersonated a brand²

34%

increase in phishing and similar crimes over the previous year³

\$6.9B

in victim losses to internet crime in 2021

Highest impersonated brand verticals

23.2%

of all phishing attacks were seen in the financial sector¹

14.6%

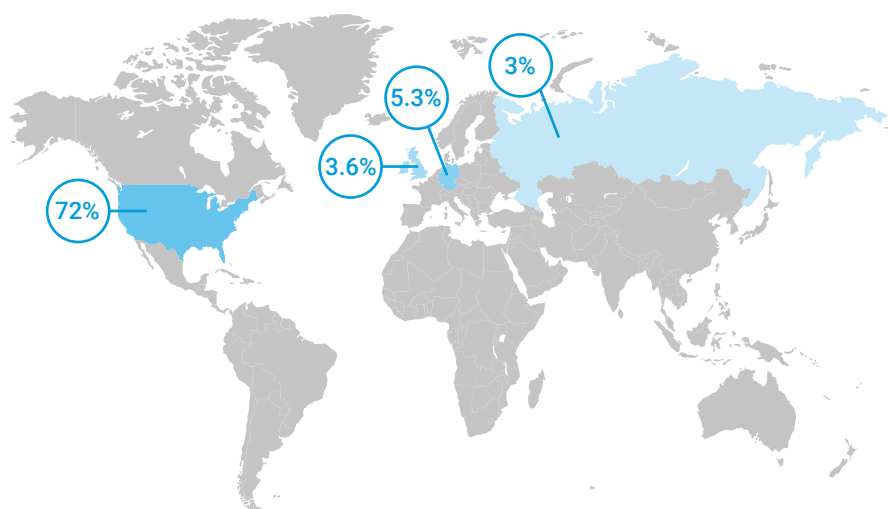
of all phishing attacks were seen in the retail/ecommerce industry¹

Time and place

Of the top 20 countries that host phishing websites:

72% are hosted in the United States,

followed by Germany (5.3%), Great Britain (3.6%), and Russia (3%)



In 2022, November was the most active month for brand impersonation attacks, with 202% of the average monthly count. June was the least active month.⁴

What are businesses doing about it?

42% of businesses saw an increase in spoofed web domains that impersonated their brand year over year

45% of SMBs **47% of enterprises** considered *customer phishing through brand impersonation* a top concern⁵

To combat attackers, security spending will increase by up to 14% over the next three years

Mitigating the risks of brand impersonation



Brand impersonation attacks are not always phishing for sensitive data – 52% of U.S. consumers have lost trust in a brand after buying a fake good online.

Akamai brand impersonation protection

Safeguard against reputation damage and revenue loss with robust detection of brand abuse. Akamai Brand Protector features proprietary intelligence and detection algorithms that can eliminate the noise of false positives. Enjoy faster time to detection and keep on top of brand abuse in only minutes a day with accurate, prioritized detections ranked by a criticality score. Our integrated mitigation options offer takedown services and status tracking.

Akamai Brand Protector

[Learn more](#)

1. APWG, *Phishing Activity Trends Report, Q3, 2022*
2. Abnormal, *Research Reveals 265 Different Brands Impersonated in Phishing Attacks, 2022*

3. Federal Bureau of Investigation, *Internet Crime Report, 2021*
4. Akamai Brand Protector
5. Kaspersky, *IT Security Economics 2022, Executive Summary*