



BBB® Business Scam Study | 2025

BILLIONS STOLEN FROM BUSINESSES

BBB study shows how stolen data, impostors and fake services harm businesses.



Key findings

- Business scams are ubiquitous
- Average data breach costs **\$4.9 million**
- Federal data reveals billions of dollars stolen each year

Reports across North America (2022-2025)

3,647 BBB Scam TrackerSM

74,489 Federal Bureau of Investigation

9,286 Canadian Anti-Fraud Centre

Red Flags

- ▶ Unknown businesses, government agencies and big-ticket buyers
- ▶ Invoices from unexpected emails
- ▶ Odd behavior from known vendors or businesses
- ▶ Requests for gift card or pre-paid debit card payments
- ▶ Urgent demands to renew or obtain licenses or trademarks
- ▶ Claims about expiring domain names
- ▶ Consultants making big promises about helping your business



Tips to avoid identity theft

- Train employees to recognize scams
- Double check invoices and payments before sending
- Verify vendor contact information
- Establish payment procedures
- Avoid wire transfers, pre-paid debit cards, and gift cards whenever possible
- Maintain good records to compare against fraudsters claims
- Don't trust caller ID or names associated with emails
- Research unknown companies asking to do business
- Install firewalls, multifactor authentication and other security measures
- Obtain verification on social media profiles

Research and find trusted BBB® Accredited
Businesses at **BBB.org**



Report scams on
BBB.org/scamtracker