

Cost Category	Average Cost
Lost business (including business disruption and revenue losses from system downtime, cost of lost customers and acquiring new ones, reputation losses and diminished goodwill)	\$1.42 million
Detection and escalation (such as forensic and investigative activities, assessment and audit services, crisis management, and communications to executives and boards)	\$1.44 million
Post-breach response	\$1.18 million
Notification	\$0.31 million