



The Robokiller phone scam report

# 2023 mid-year insights & analysis



# Phone scams so far in 2023: Key takeaways

At Robokiller, it's our mission to create a world without phone scams. Part of that effort is analyzing robocall and robotext trends so we can stop scammers before they steal from innocent Americans.

Here are some of the biggest stories we've observed so far in 2023.



## Robotexts are ahead of last year's pace at the midway point

Americans received 78 billion robotexts in the first half of 2023.

Inside: Top scams shed light on what's working for scammers

Read more [on page 5](#)



## Meanwhile, robocalls are on the decline

Government efforts are proving successful as robocalls dip to 5 billion/month.

Inside: Robocalls are down, but at what cost?

Read more [on page 10](#)



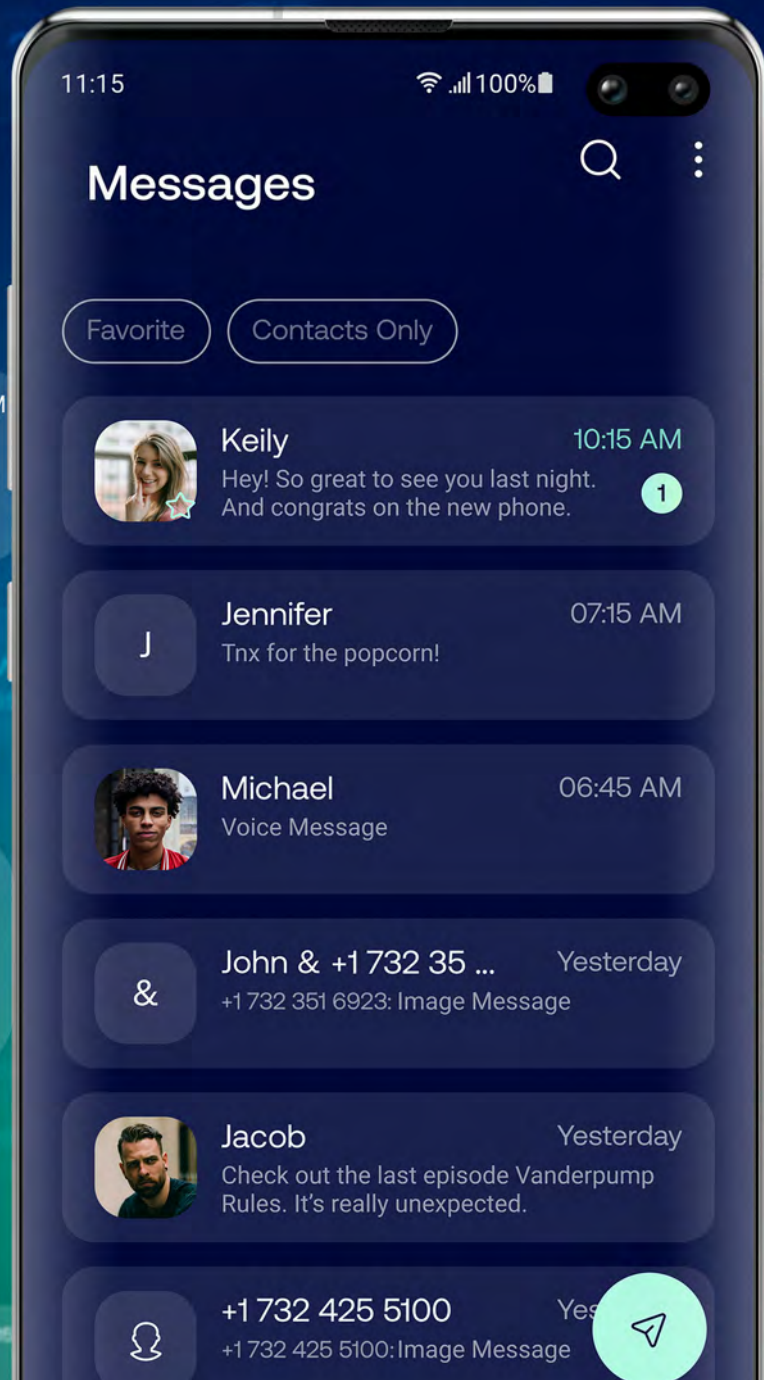
## How to stop phone scams

Get essential tips to avoid SMS and robocall spam.

Read more [on page 13](#)



# The state of the robotext in 2023



**78 billion**  
robotexts received by Americans  
in the first half of 2023

**+18%**  
year-over-year change  
from the first half of 2022

**\$13 billion**  
estimated losses to robotext scams  
in the first half of 2023

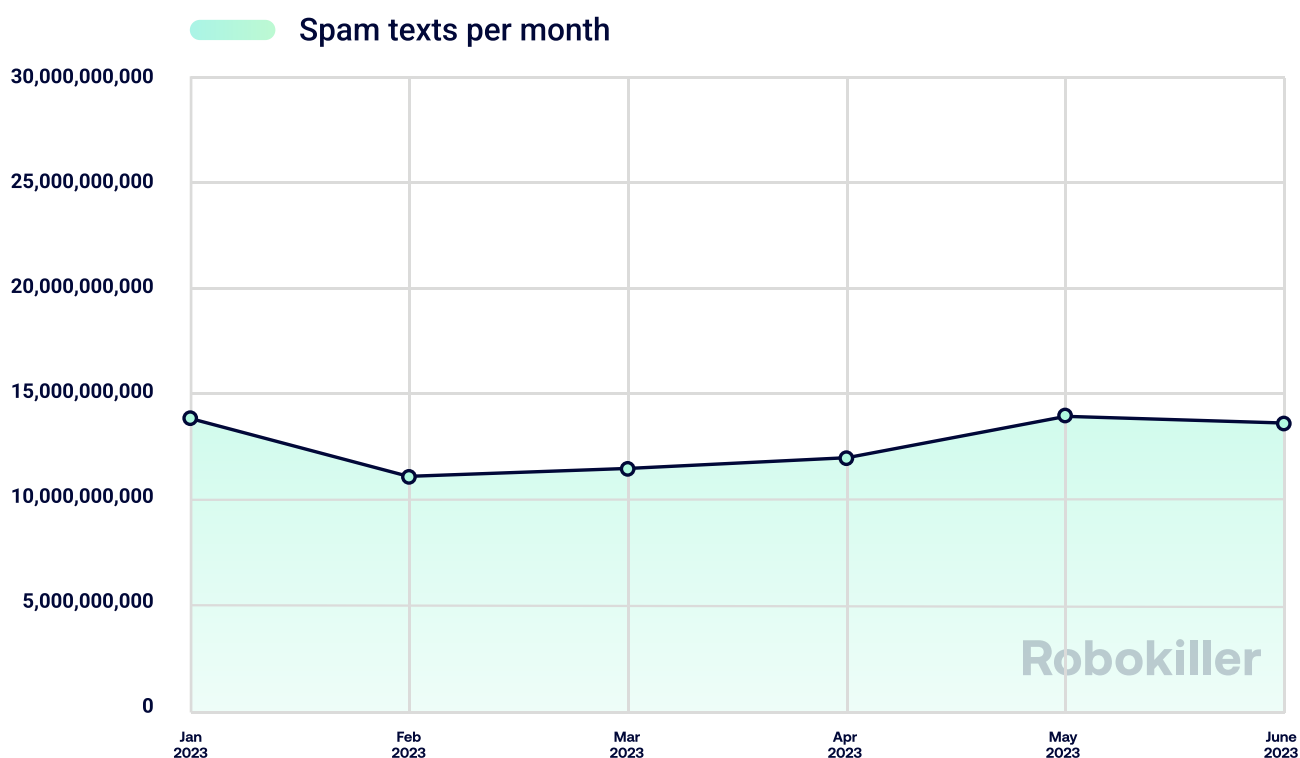
**+\$4 billion**  
year-over-year change  
from the first half of 2022

**\$7 million**  
SMS scam losses prevented  
by Robokiller in 2023



## Robotexts are ahead of last year's pace at the midway point

Robotexts have become an everyday concern for Americans, and there's no end in sight (at least yet). According to the FTC, [an estimated 54,208 complaints](#) about unwanted text messages have already been placed in 2023. This is particularly concerning, given how effective these scams are. Scammers often send messages impersonating legitimate businesses to trick people into clicking links and sharing personal information — to great effect. Thus far in 2023, they've stolen an estimated \$13 billion via SMS fraud.



Robotexts have accelerated on account of the fact that they're an easier method of fraud for scammers. The FCC has combated robocalls through regulations like **STIR/SHAKEN** and by cracking down on the likes of **car warranty** and **student loan robocalls**. This fight against robocalls dates all the way back to 2016 when the **FCC held its first-ever meeting of the Robocall Strike Force** to develop solutions to prevent them.

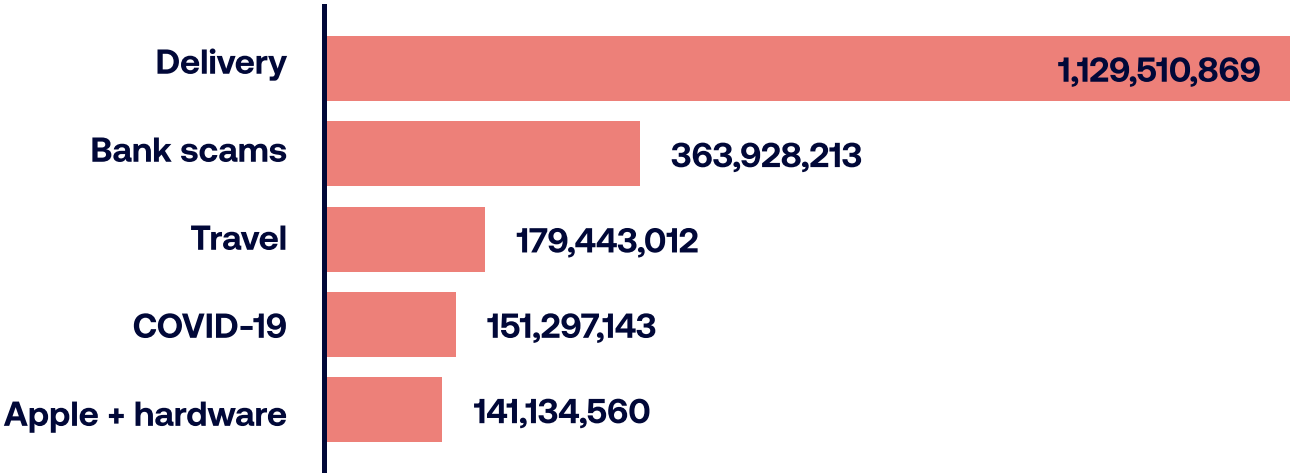
All the while, SMS remained relatively unchecked — until recently. Last year, the **FCC began to address the growing robotext problem**, but chances are it will take time before Americans feel the full effects. Keep in mind, the fight to eliminate robocalls has waged on for years.



## Top scams shed light on what’s working for scammers

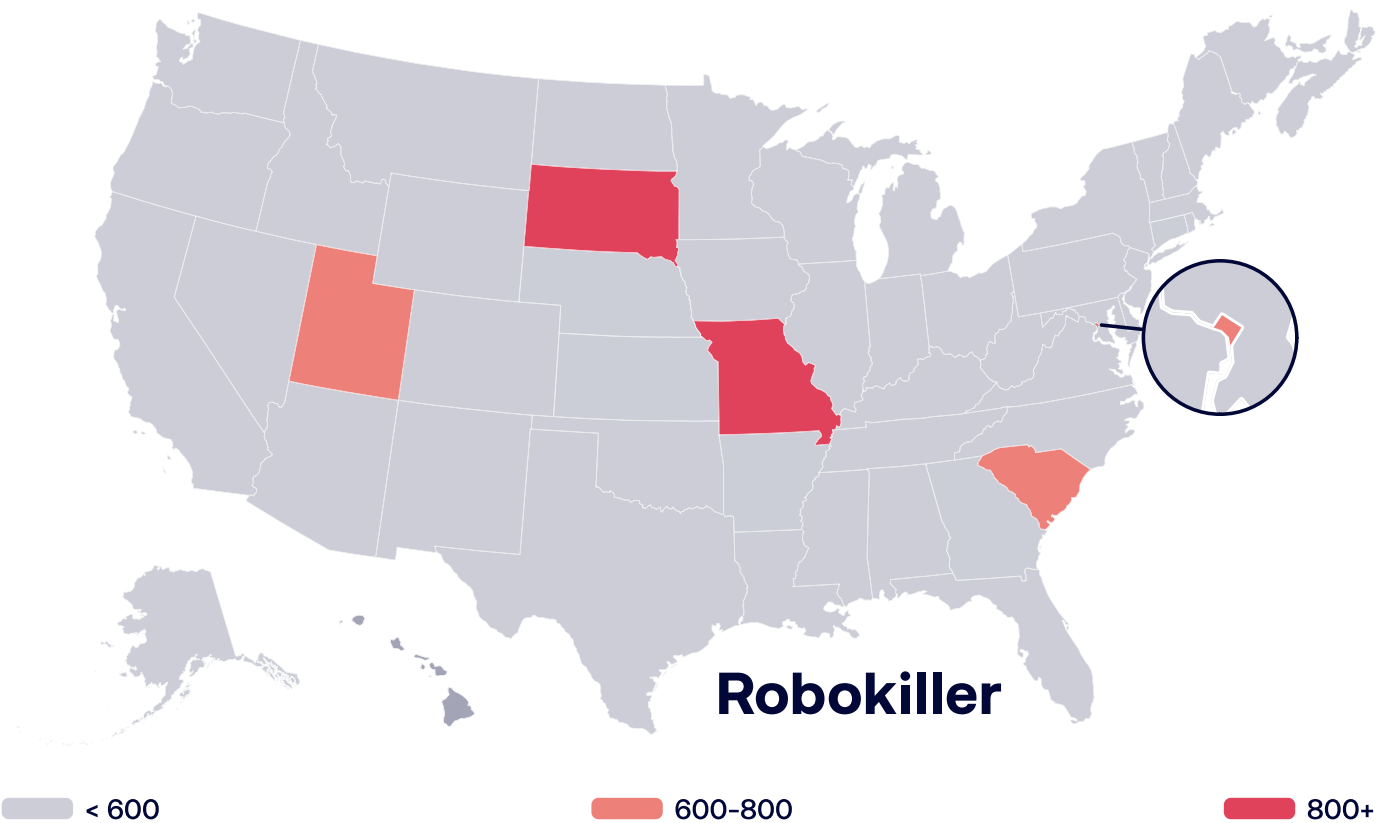
Scammers are honing in on what works, and the results are proving costly, as Americans have already lost \$13 billion to text scams in 2023 so far. Robokiller predicts that robotexts will continue to increase as government regulations tighten against robocalls. And with another Presidential election on the horizon, robotexts are likely to increase in the latter half of 2023 heading into 2024.

### Estimated top robotext categories 2023



# SMS spam is a nationwide concern

## 2023 estimated spam texts by state per capita



## 2023 estimated spam texts by state per capita

State	Estimated robotexts 2023	Texts per person
South Dakota	607,738,414	840
Missouri	4,186,613,092	820
South Carolina	2,952,218,477	697
Utah	1,681,573,107	638
Washington, DC	352,124,882	602

# The state of the robocall in 2023





**31 billion**  
robocalls received by Americans  
in the first half of 2023

**-21%**  
year-over-year change  
from the first half of 2022

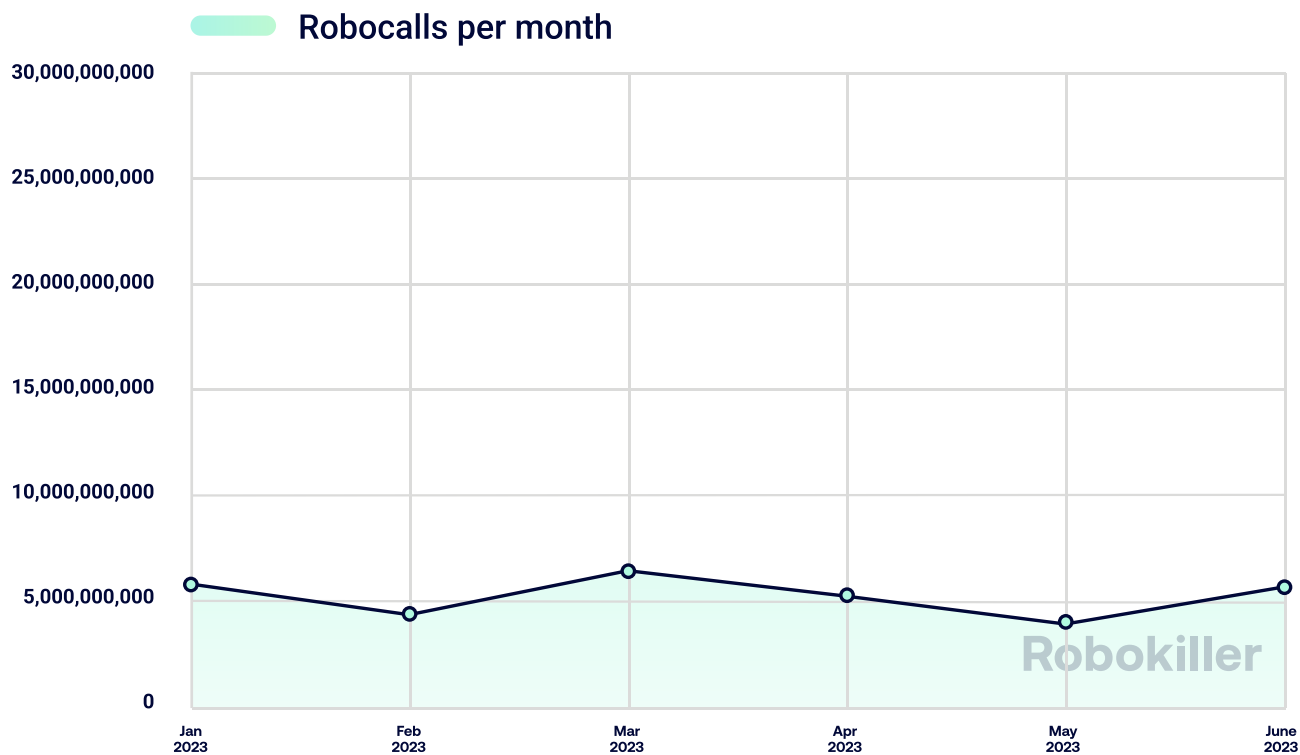
**\$33 billion**  
estimated losses to robocall scams  
in the first half of 2023

**+\$3 billion**  
year-over-year change  
from the first half of 2022

**\$91 million**  
scam call losses prevented  
by Robokiller in 2023

## Meanwhile, robocalls are on the decline

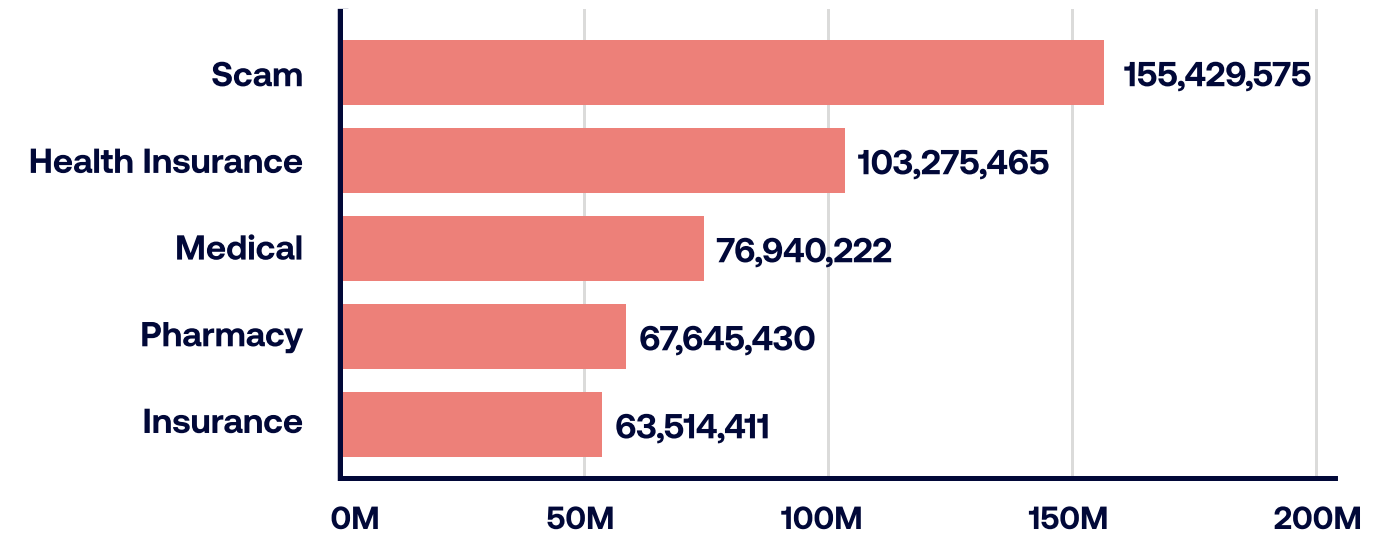
Americans are finally starting to feel some reprieve from the onslaught of robocalls they’ve become accustomed to. The FCC has made strides **against well-known robocalls**, limiting their reach. Even so, Americans are still losing millions to phone scams — thus far, in 2023, scammers have stolen an estimated \$33 billion via this method of fraud. Robokiller believes that figure might approach last year’s record \$65 billion, despite there being fewer scam calls overall. Scammers are getting more bang for their buck, so it’s imperative to stay vigilant.



## Robocalls are down, but at what cost?

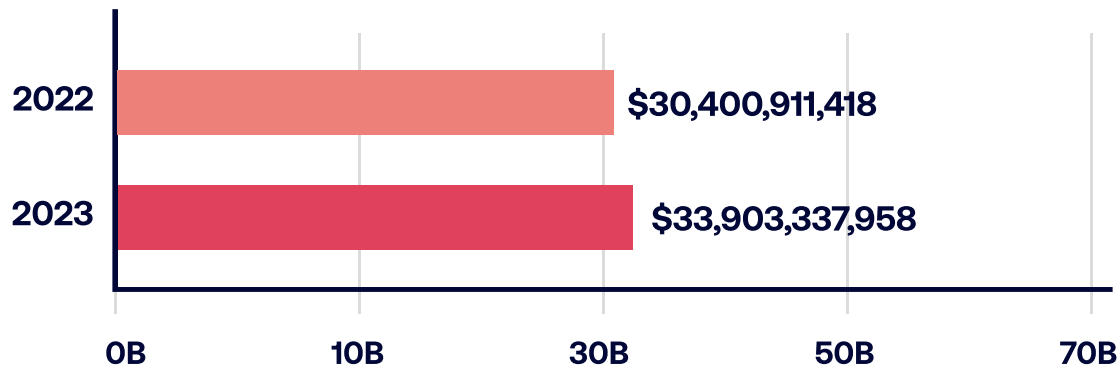
In a typical year, vehicle warranty calls would lead the way with no other robocall category in sight. That all changed in late 2022 when the [FCC cracked down on car warranty scams](#). Since then, these calls have virtually vanished. Now, the vast majority of unwanted calls come from telemarketers, but various other types of scam robocalls to watch out for include:

Estimated top robocall categories 2023



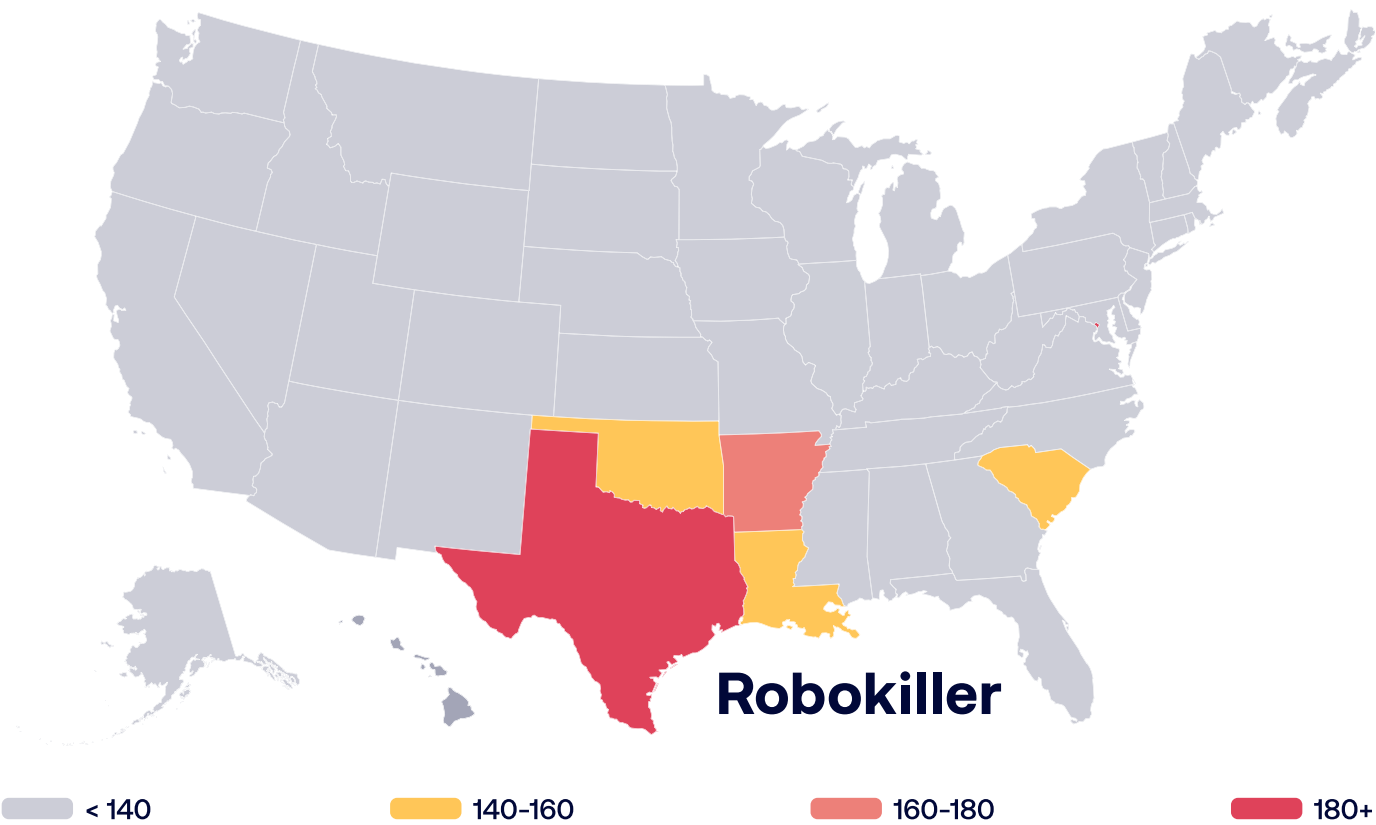
Recently the [FTC](#) announced plans to combat the illegal telemarketing calls making their way to American phones. Labeled “Operation Stop Scam Calls,” it involves more than 180 actions targeting scammers that are responsible for billions of robocalls. These efforts are another stride in the effort to decrease the amount of robocalls Americans receive. Even so, Robokiller believes it will still take some time before Americans see any significant impact.

Mid-year robocall losses



# 2023 spam calls by state

## 2023 estimated robocalls per capita



## 2023 estimated robocalls by state per capita

State	Estimated spam calls	Estimated spam calls per person
Texas	4,334,838,865	181
Arkansas	421,413,419	168
Oklahoma	504,568,018	153
South Carolina	635,332,632	150
Louisiana	576,909,731	149



## How to stop phone scams

Robotexts and robocalls remain a serious concern. Here are some steps you can take to stay safe.



Don't answer phone calls or texts from unknown numbers, especially those that call or text at odd hours.



Don't follow prompts like "Press 1" or click any links.



Never provide personal information like banking details or other sensitive information.



Download a spam text and call blocker like [Robokiller](#) to equip your phone with the latest technology to stop scams.

## The Robokiller difference

**1.4B**  
scammers  
blocked

**\$740M**  
losses prevented to  
scams

**99%**  
accurate robocall  
& robotext blocking

## Eliminate spam with Robokiller

Regardless of what happens in terms of government regulations, carrier efforts to stop spam, and scammers seeking new and creative ways to steal, one thing is certain: **Robokiller keeps your phone scam-free.**

Robokiller's award-winning technology silences scammers before they can reach you. With 99% effective robocall and robotext protection, you won't need 100% accurate scam radar of your own.

## Take back control over your phone with Robokiller

Start your **FREE 7-day**  
trial today

