

2023

Robokiller

phone scam report

Phone spam 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 money from innocent Americans.

Here's what we observed in 2023.



02 The emerging threat of AI scams



04 The state of robotexts in 2023



08 The state of robocalls in 2023



12 How to stop phone scams

The emerging threat of AI scams

Artificial intelligence (AI) is a double-edged sword. On the one hand, it helps people and organizations analyze data and work more efficiently. On the other hand, it can be used for harm, such as when scammers weaponize it to defraud innocent people.

As we enter 2024, all eyes are on AI scams such as voice cloning, deepfakes, and wrong number scams, all of which seek to deceive people into divulging personal or financial information. Chances are, these deceptive tactics will lead to an increase in spam calls and spam texts in 2024, making it even more challenging for people to discern between genuine and fraudulent interactions.

Robokiller identifies and blocks 99% of spam calls and spam texts, including those created by AI.

[Try Robokiller free for 7 days.](#)



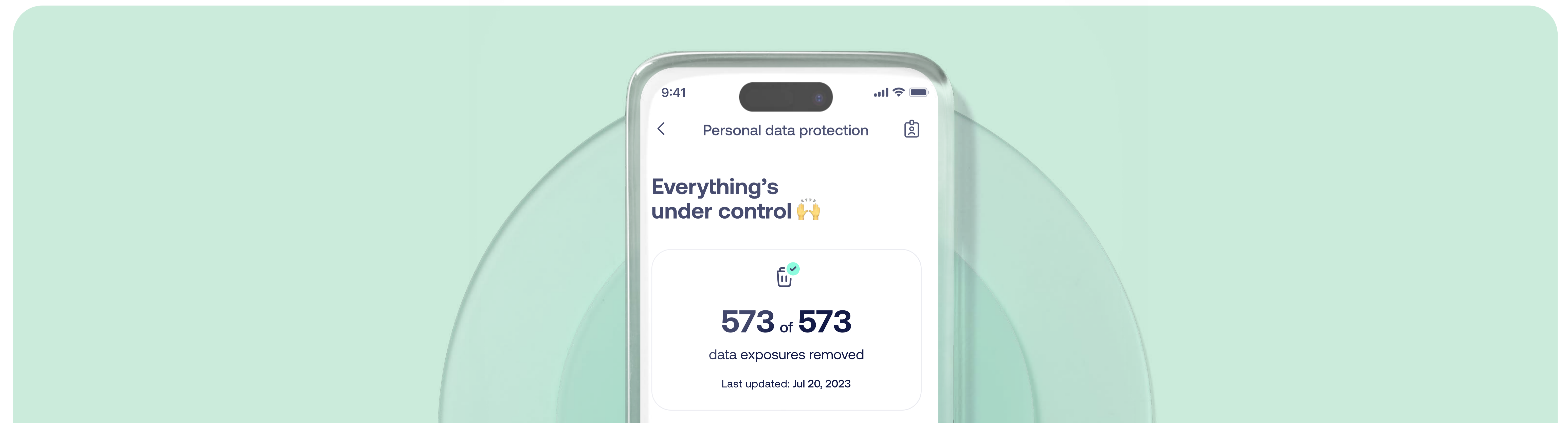
Stifle scammers before they start

Ever wonder how scammers find you in the first place? One way is by frequenting data broker sites that list phone numbers, email addresses, mailing addresses, and other sensitive information. Using this data, they're able to con innocent people.

Robokiller's personal data protection helps eliminate the possibility of getting scammed by removing your personal information from data broker sites.

“The addition of personal data protection further strengthens Robokiller’s arsenal of spam-fighting technology. When consumers have more control over their online presence, scammers have fewer ways to reach and deceive them. We’re excited about this development and believe the end result will be fewer victims of phone scams.”

- Giulia Porter, Vice President at Robokiller



The state of the robotext in 2023

38%

robotexts come
from long codes

\$33B

estimated losses to
robotext scams
in 2023

61%

robotexts come
from short codes

-28%

year-over-year
change in robotexts

160B

robotexts received by
Americans in 2023

\$18M

robotext losses
prevented by
Robokiller in 2023

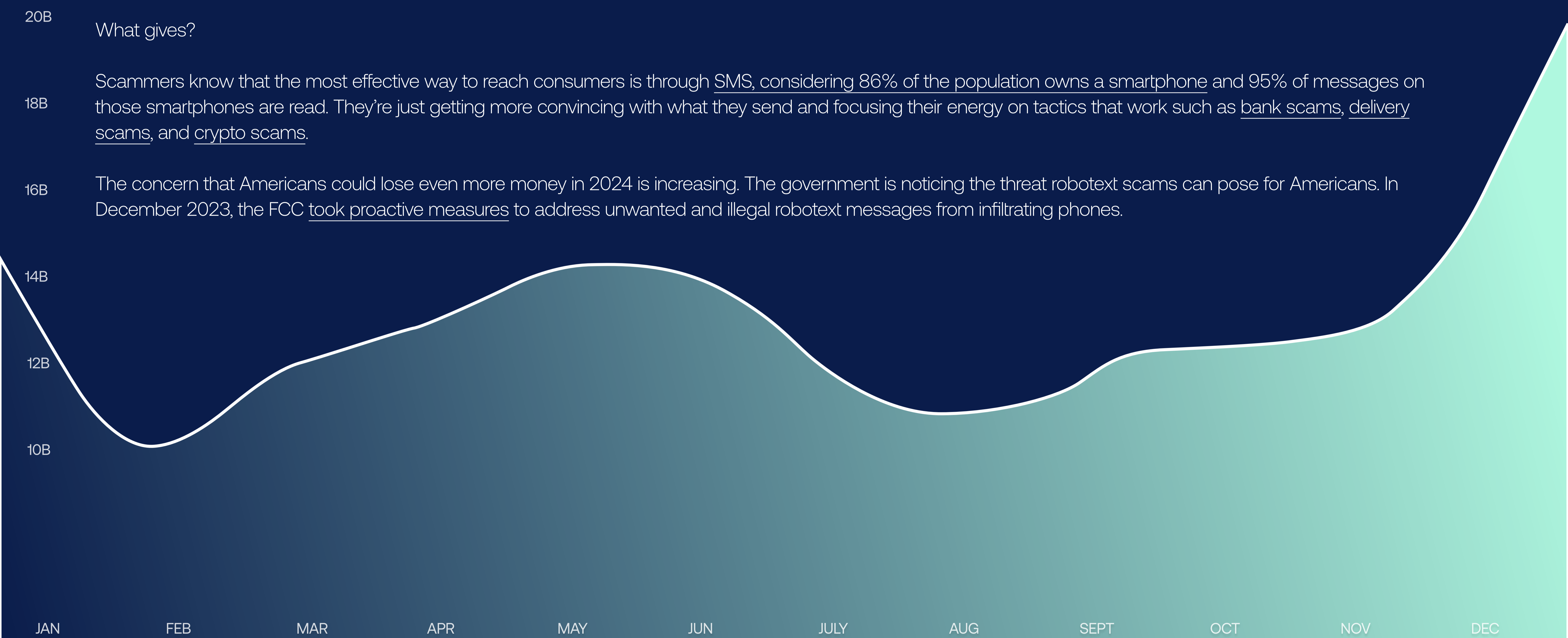
Robotexts dip to 160 billion, remain a concern

Scammers are sending fewer spam texts but they’re getting more bang for their buck. Despite the fact robotexts dipped by 28%, consumer losses increased by 59%.

What gives?

Scammers know that the most effective way to reach consumers is through SMS, considering 86% of the population owns a smartphone and 95% of messages on those smartphones are read. They’re just getting more convincing with what they send and focusing their energy on tactics that work such as bank scams, delivery scams, and crypto scams.

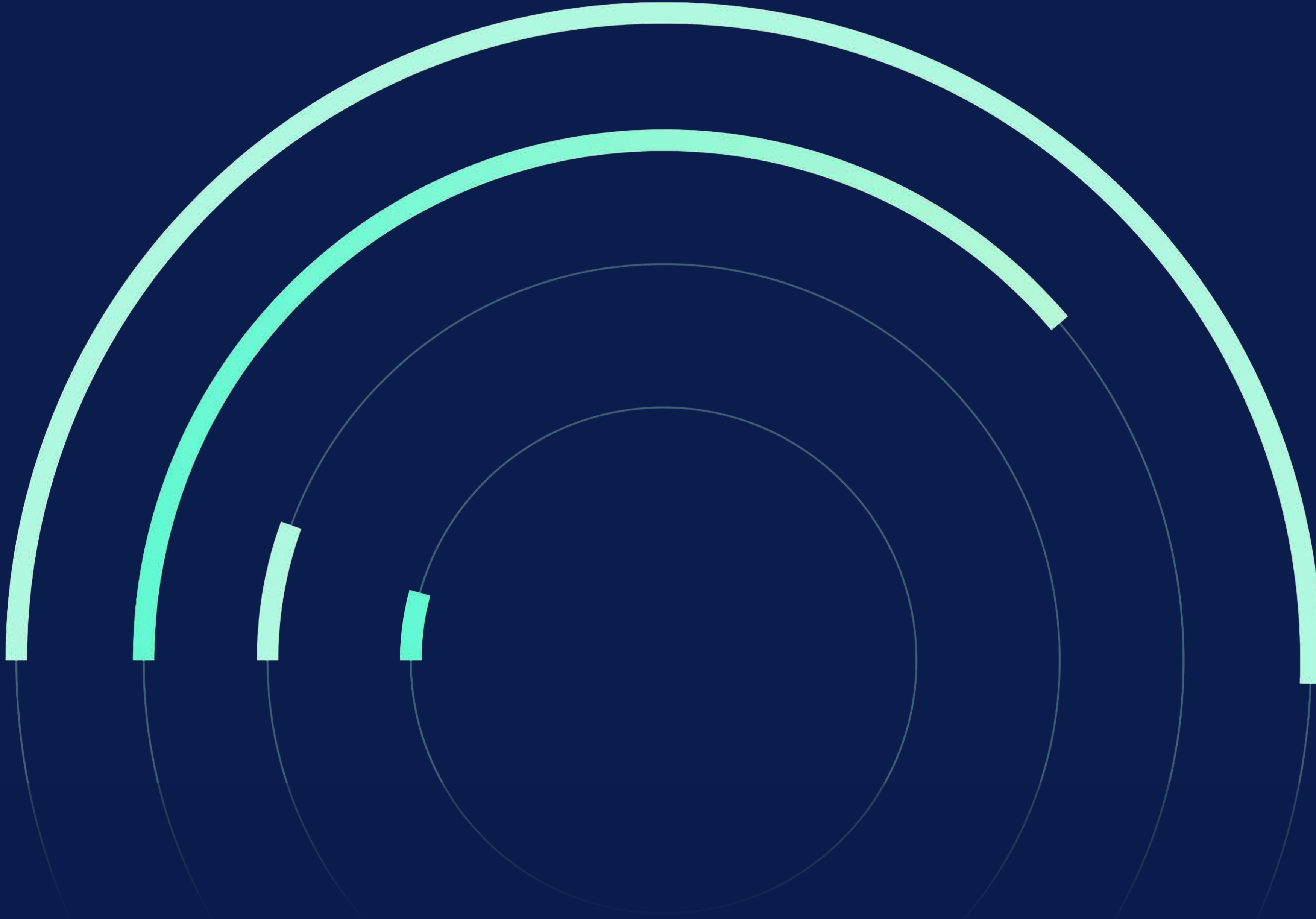
The concern that Americans could lose even more money in 2024 is increasing. The government is noticing the threat robotext scams can pose for Americans. In December 2023, the FCC took proactive measures to address unwanted and illegal robotext messages from infiltrating phones.



Scammers are doubling down on what works

Scammers stole more money by text than ever before in 2023, increasing their haul by 59%. These malicious actors are finding what resonates with their targets and enticing them to divulge sensitive information or transfer money. Generative AI is only helping their cause. Ultimately, scammers have a proof of concept and they're going back to the well.

About 60% of spam messages arrive via short code — five or six digit phone numbers. Less than 40% originate from long codes (regular phone numbers).



61%

percentage of spam messages that arrive via short code

38%

percentage of spam messages that arrive via long code

0.99%

percentage of spam messages that arrived via email

0.62%

percentage of spam messages that arrive via other platforms

Estimated top robotext categories 2023

1.9 billion

Apple + hardware
scam texts sent

2.2 billion

travel
scam texts sent

4.4 billion

bank
scam texts sent

14.5 billion

delivery
scam texts sent

Scammers are zeroing in on favorite locations

2023 estimated robotexts by state per capita

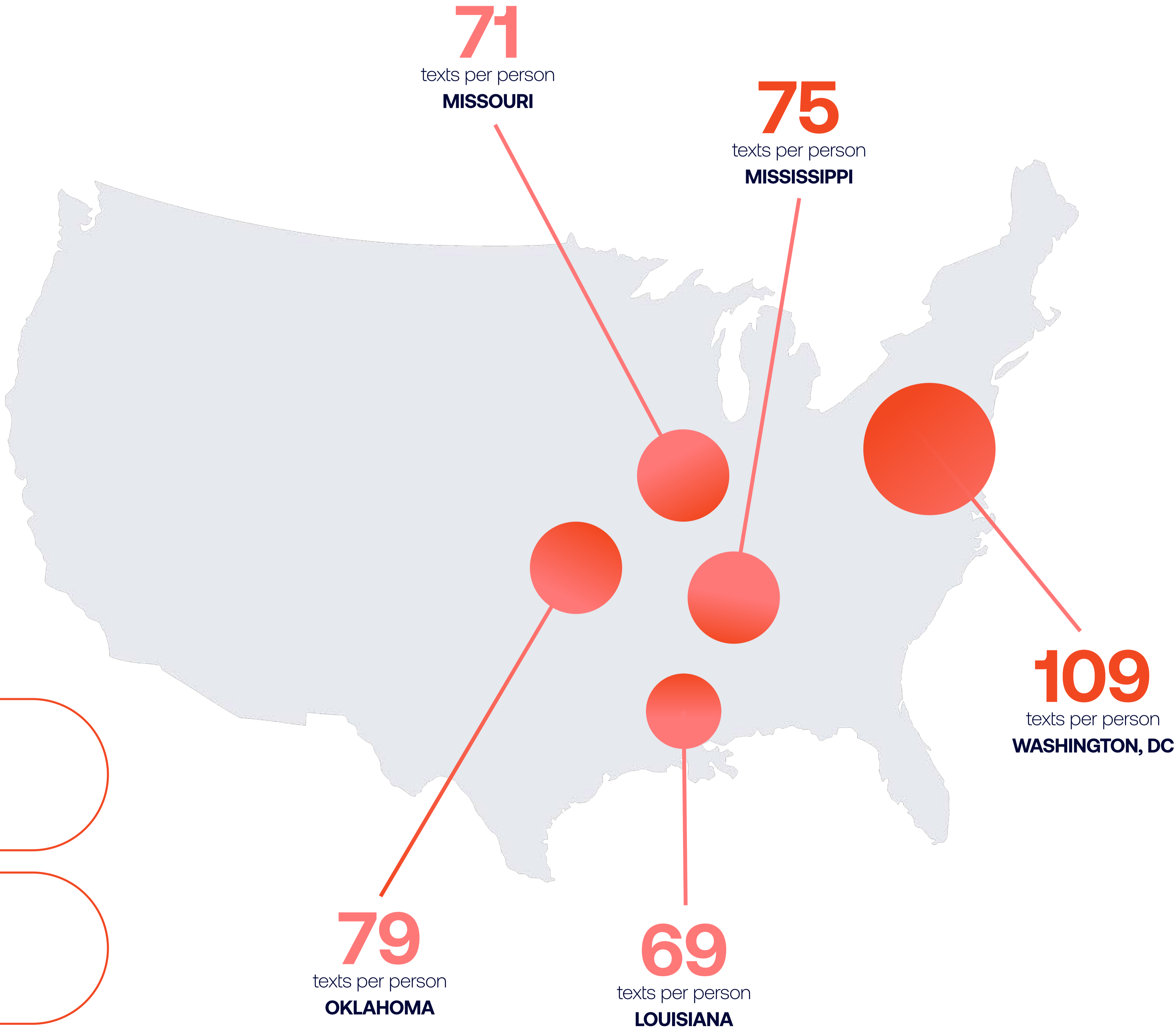
696 million
WASHINGTON, DC

3.1 billion
OKLAHOMA

2.2 billion
MISSISSIPPI

5 billion
MISSOURI

3.1 billion
LOUISIANA



The state of the robocall in 2023

59 billion

robocalls received by Americans in 2023

-23%

year-over-year change in robocalls

\$69 billion

estimated losses to robocall scams in 2023

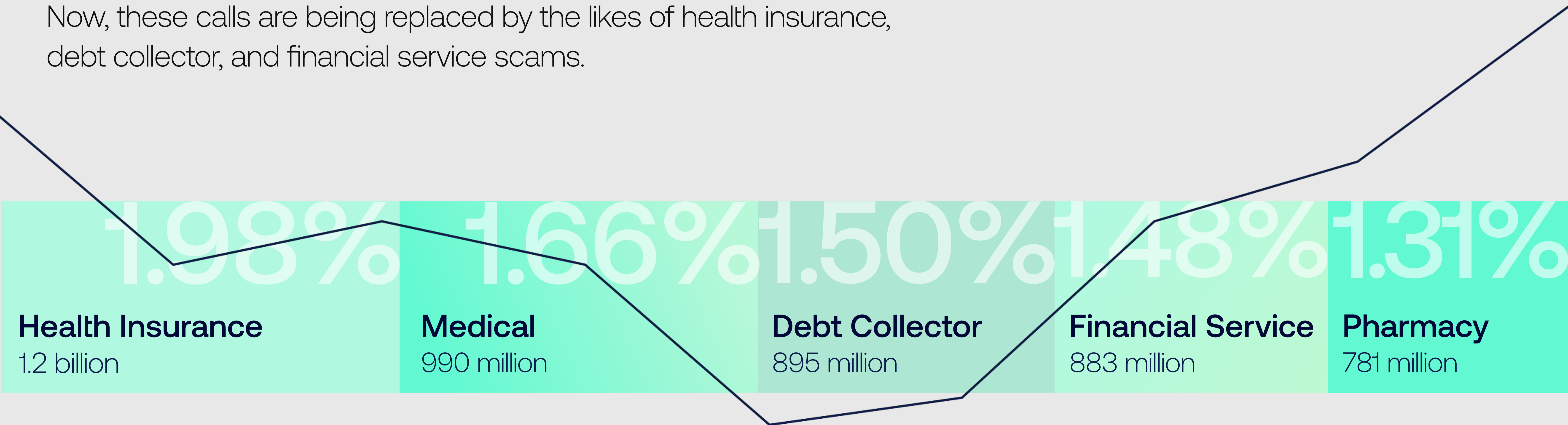
\$176 million

robocall losses prevented by Robokiller in 2023

Robocalls drop amid government shakedowns

Government efforts to crack down on insidious robocalls are paying dividends. Notably, Robokiller observed a sharp decline in car warranty, student loan, and mortgage robocalls directly following government actions to shut down the robocall operations responsible for them.

Now, these calls are being replaced by the likes of health insurance, debt collector, and financial service scams.



2023 robocall losses

Despite the reprieve, scammers are raking in billions—**\$69 billion** to be exact, from robocall scams—an **8% increase** from 2022's total.

As is the case with SMS fraud, scammers are privy to what works. By utilizing AI and refining their methods, scammers capitalize on their success in new ways.

\$69,867,370,843

2023

\$65,154,694,902

2022

Scammers know where to target people effectively

2023 estimated robocalls by state per capita

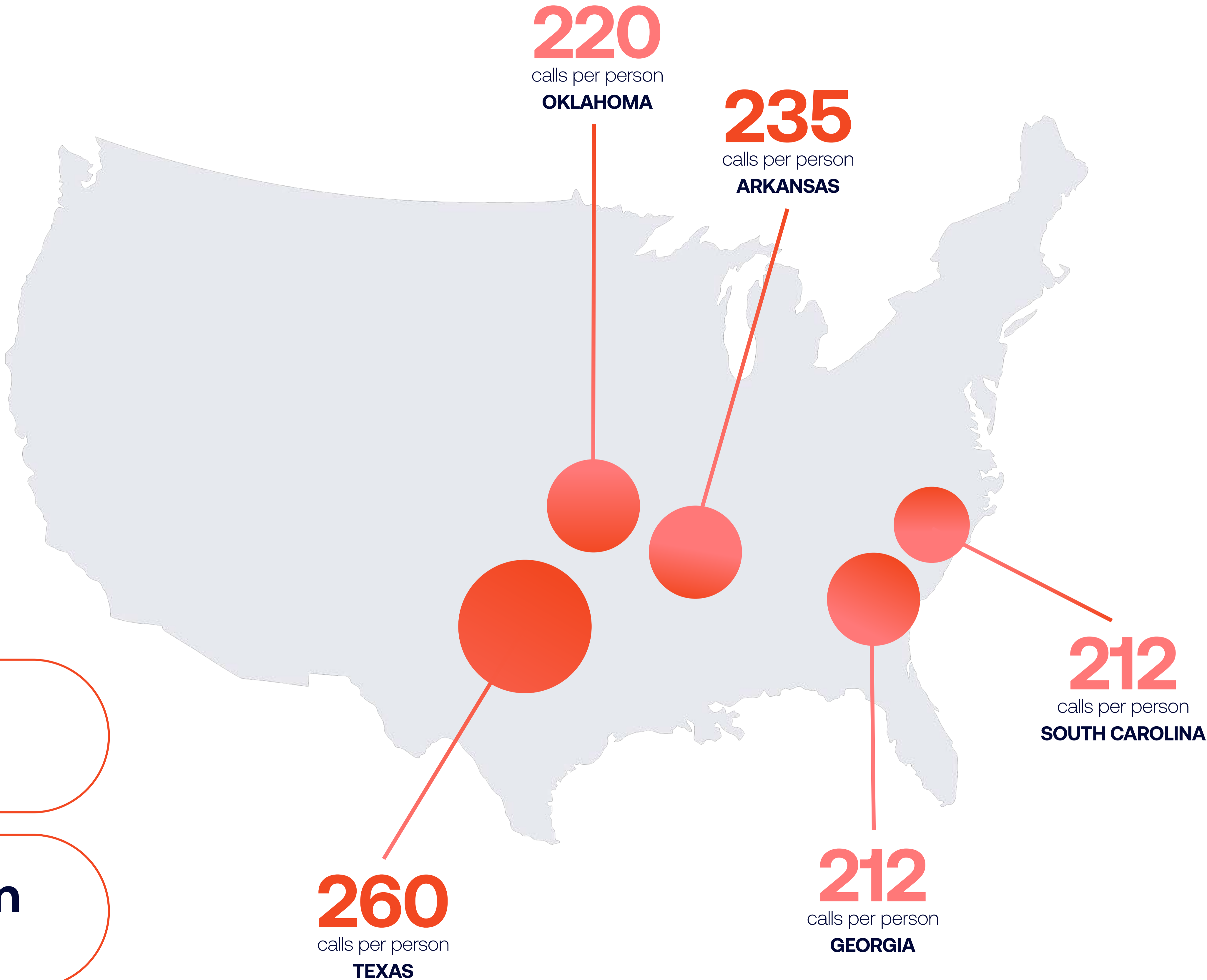
6.2 billion
TEXAS

591 million
ARKANSAS

723 million
OKLAHOMA

1.9 billion
GEORGIA

900 million
SOUTH CAROLINA



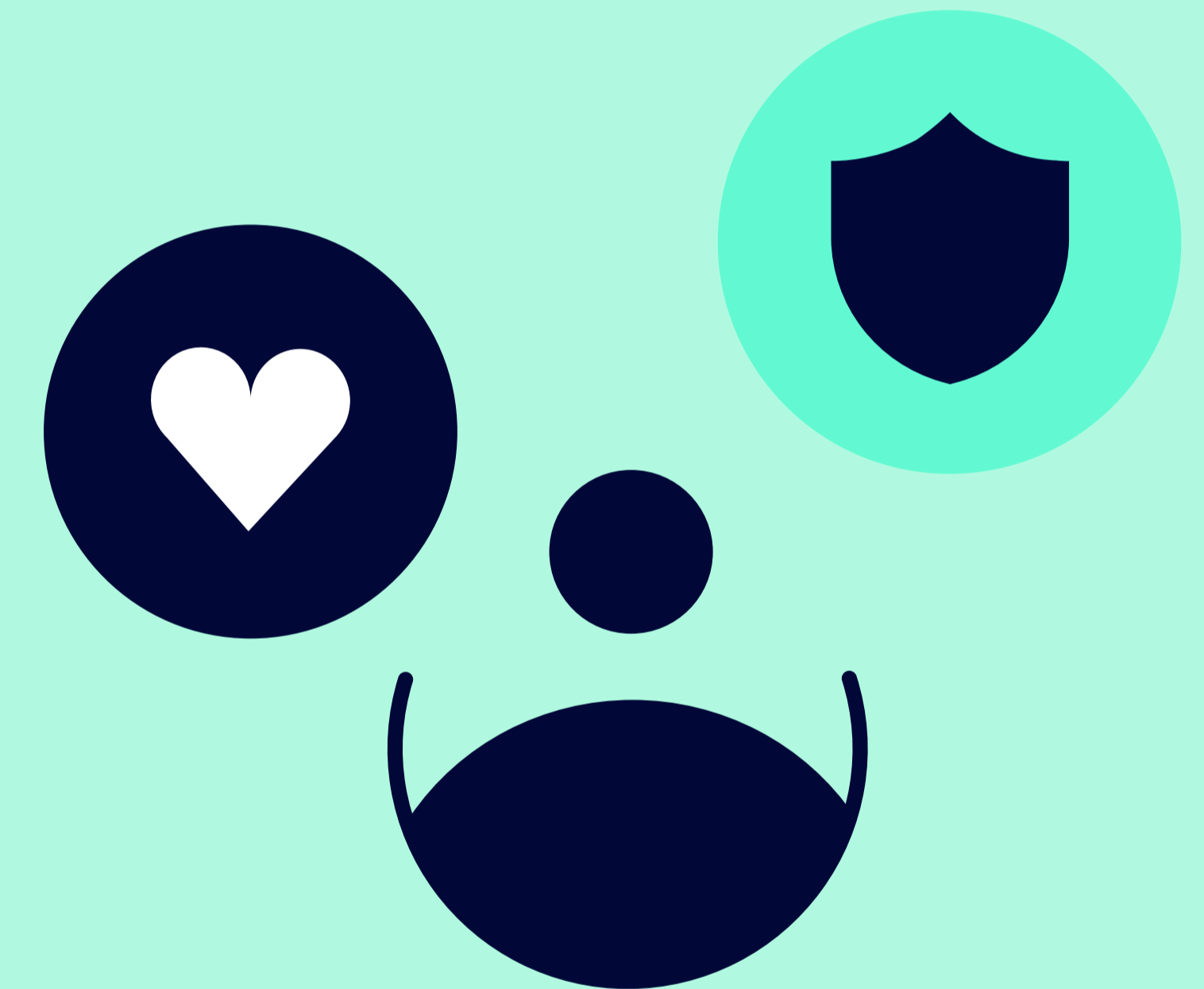
How to stop phone scams



**Don't answer calls or
texts from unknown
numbers**



**Don't click
suspicious links**



**Verify who's
contacting you**

Stay safe with Robokiller

Robokiller's suite of award-winning technology includes:

- 99% effective spam call & text blocking
- Personal data protection that helps remove your sensitive data from the web
- Control over your phone

Start your free 7-day trial today

