

# Know the threats. Help safeguard your business.

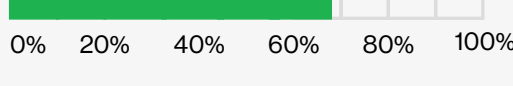
## Key insights for small and midsize businesses from the 2024 Data Breach Investigations Report

Small and midsize businesses are often under threat, facing relentless attacks from sophisticated and creative cybercriminals. The Verizon 2024 Data Breach Investigations Report explores a record-high number of breaches—more than 10,000—with victims spanning 94 countries. We'll show you where the threats are coming from, help you understand new attack patterns and trends, and provide critical information that can help you protect your people, assets and reputation. Here's just some of what we learned across our full data set.



### We're only human.

# 68%

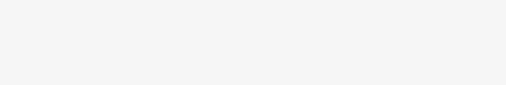


68% of all breaches involved a non-malicious human element, caused by a person who either fell victim to a Social Engineering attack or made some type of Error.

### They're finding our weak spots.

We saw 180% growth in the exploitation of vulnerabilities as an initial access step for a breach—almost triple that of last year—fueled in part by the MOVEit vulnerability and several other zero-day exploits used by ransomware actors.

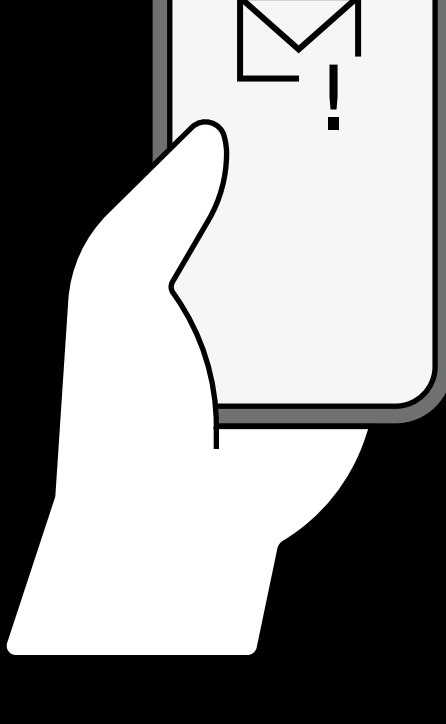
# 180%



### Falling for scams is fast.

# < 60 sec.

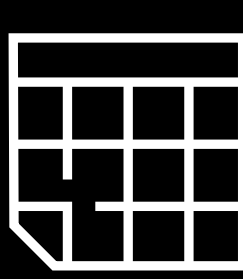
The median time for users to fall for phishing emails is less than 60 seconds.



### Response is slow.

It can take around 55 days for organizations to remediate 50% of critical vulnerabilities after their patches are available.

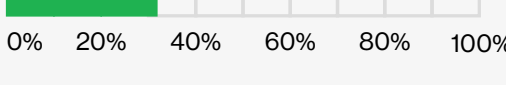
# 55 days



### Extortion is increasingly common.

32% of breaches in 2023 involved some type of Extortion technique, including Ransomware.

# 32%



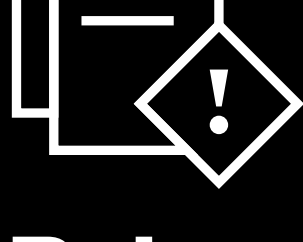
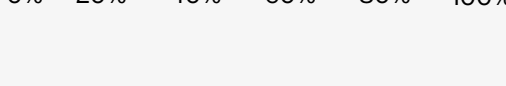
# \$46,000

The median loss associated with financially motivated incidents involving Ransomware or Extortion of some kind was \$46,000.<sup>1</sup>

### Pretexting is perilous.

~25% of financially motivated incidents involved Pretexting over the past two years, the majority of which resulted in a Business Email Compromise (BEC).

# ~25%



### Being compromised is costly.

# \$50,000

The median loss attributed to BEC in 2022 and 2023 was around \$50,000.<sup>1</sup>

Businesses like yours can face threats from cybercriminals. Read the complete Verizon 2024 Data Breach Investigations Report for a comprehensive discussion of the current trends and emerging techniques these bad actors employ. And reach out to your Verizon Business representative to find out why Verizon is the right partner to help support your fight against cyber threats.

Read the report at [verizon.com/dbir](https://www.verizon.com/dbir).



<sup>1</sup> Based on data from the FBI's Internet Crime Complaint Center © 2024 Verizon. OGINF4010524