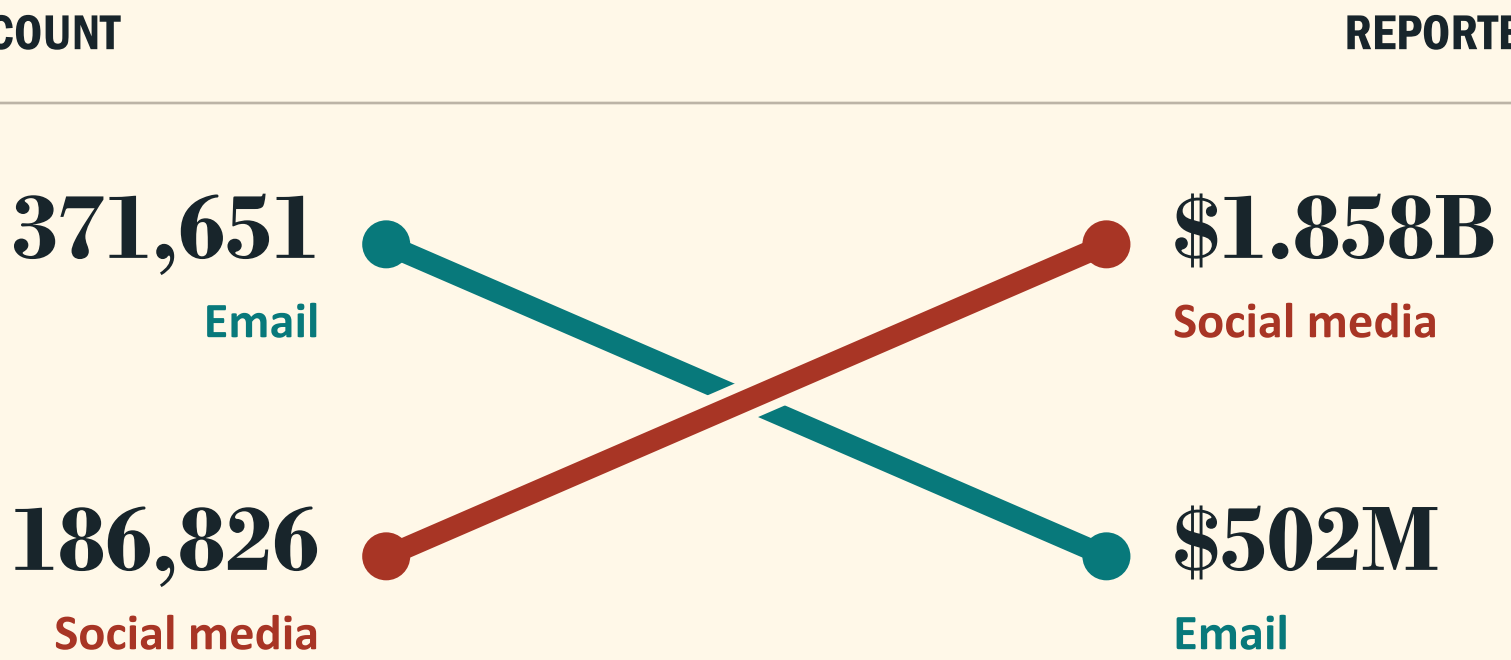
Two channels tell two different stories

Reported losses and complaint counts point to different priorities in 2024.



Email drew about twice as many reports.

Social-media reports carried 3.70 times the reported losses of email reports.

FTC Consumer Sentinel Network Data Book 2024. Reported losses in US dollars.

Which channel dominates each measure?

Percent of the combined email and social-media total. Each bar sums to 100%.

Reports

558,477 reports



Losses

$2.360B reported



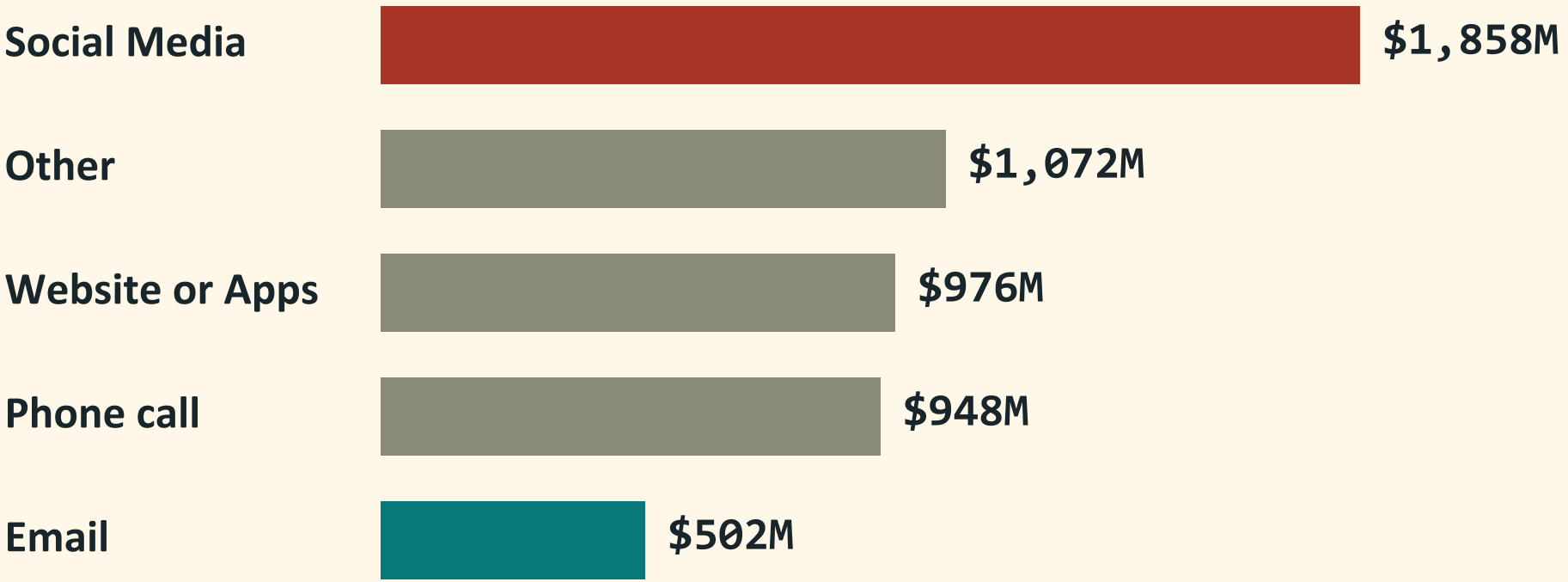
Social media accounts for 33.5% of reports but 78.7% of losses.

These shares use only the two named channels. Other contact methods are outside this comparison.

FTC Consumer Sentinel Network Data Book 2024. Reported losses in US dollars.

Where did the reported dollars go?

Five contact methods ranked by reported loss, in millions of US dollars.



The five displayed methods account for $5.356B in reported losses.

Social media represents 34.7% of this five-category subtotal. Three additional methods are outside it.

FTC Consumer Sentinel Network Data Book 2024. Reported losses in US dollars.

How much loss was reported per report?

Total reported losses divided by all reports in the same channel.

EMAIL

≈ $1,351

$502M ÷ 371,651 reports

SOCIAL MEDIA

≈ $9,945

$1,858M ÷ 186,826 reports

Loss per report was about 7.4 times higher for social media.

This pooled ratio cannot identify a typical victim's loss or the chance that one contact results in fraud.

FTC Consumer Sentinel Network Data Book 2024. Reported losses in US dollars.

Match the warning to its objective

Historical reporting identifies where to investigate. A test measures the warning's effect.

Objective	2024 signal	Measure during a pilot
Warning reach	Email had 371,651 reports	Warnings seen / eligible contacts
Loss reduction	Social media lost $1.858B	Loss dollars / eligible contacts
Fair comparison	Exposure counts missing	Use the same follow-up window

Collect the missing denominator before comparing risk by contact.

Track exposure and reporting coverage in both groups. Self-reported totals alone cannot establish causality.

FTC Consumer Sentinel Network Data Book 2024. Reported losses in US dollars.