

Account Takeovers: The Silent Revenue Killer

How ATO fraud is reshaping risk for digital marketplaces & gig platforms



Scale of the Problem

+141%

ATO fraud growth from H1 2021 to H1 2025

+21%

ATO volume growth, H1 2024 to H1 2025

83%

of organizations hit by at least one ATO attack in the past year

\$16.6B

total cybercrime losses recorded by the FBI's IC3 in 2024



ATO attack rates on marketplaces surged 90% year-over-year — roughly 4x the cross-industry average of 24%.

Gig & marketplace platforms are disproportionately targeted

Attack Vectors



Credential stuffing

26B attempts/month

Phishing-as-a-service from \$10/week



Password reuse

62% of Americans

SIM-swapping



Leaked credentials

52% of login attempts

AI-generated lures



AI-enabled attacks

Marked increase in 2024–25

Deepfake impersonation

Hidden Revenue Damage

\$3.75–\$4.61

Total cost incurred for every \$1 lost to chargebacks — a 37% increase since 2021.

~3% chargeback ratio

Gig delivery platforms vs. a 0.1–0.2% industry average for direct restaurant orders — 20x higher.

+78% dispute spike

Chargeback dispute rates spiked 78% year-over-year in Q3 2024.

80%+ churn risk

More than 80% of consumers would stop using a platform after experiencing an ATO event.

One fraudster device accessed 200+ accounts, generating \$5,014 in transactions while reclaiming \$4,163 through fraudulent refunds — an 83% success rate.

Real-world refund abuse case study

Hidden Revenue Damage

20%

of large enterprises predicted to run dedicated cyber-fraud fusion teams by 2028 (Gartner)

77%

of U.S. data breaches in 2025 exposed full Social Security numbers — highest in 6 years

62%

of consumers less likely to shop with a brand after experiencing fraud