

Deepfake fraud is scaling—here’s what your team needs to know

+1337%

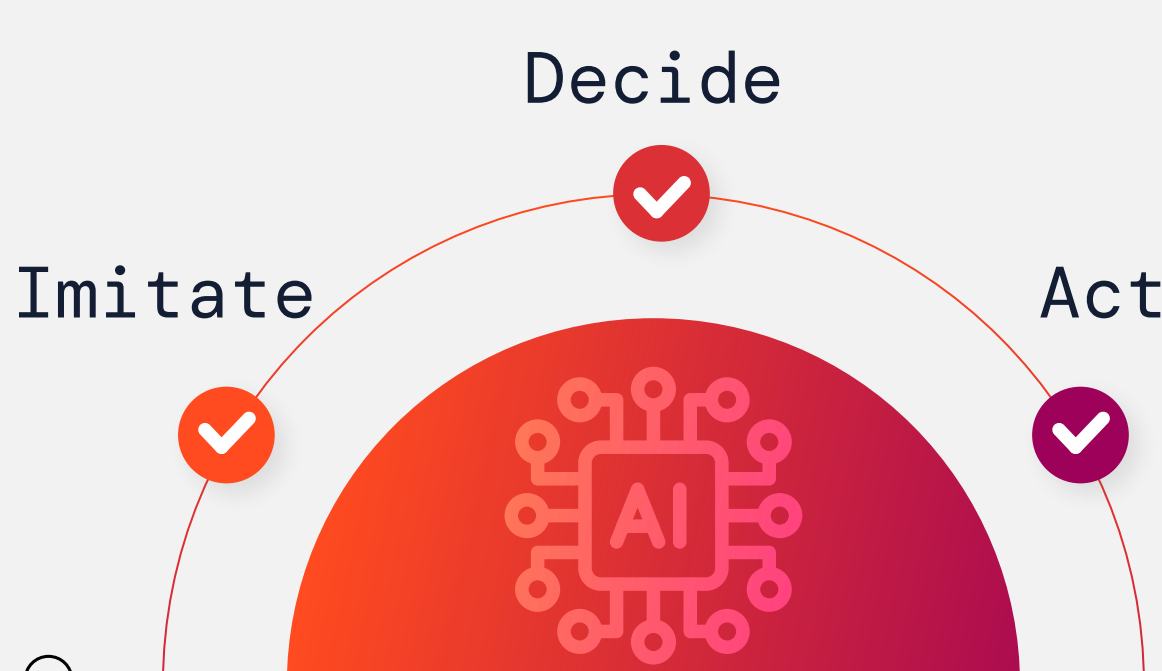
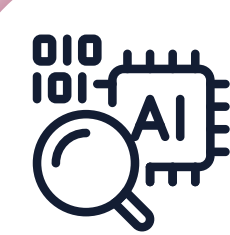


In 2024, deepfake fraud **grew**¹



Contact center call deepfakes are up **6.8x YoY**¹

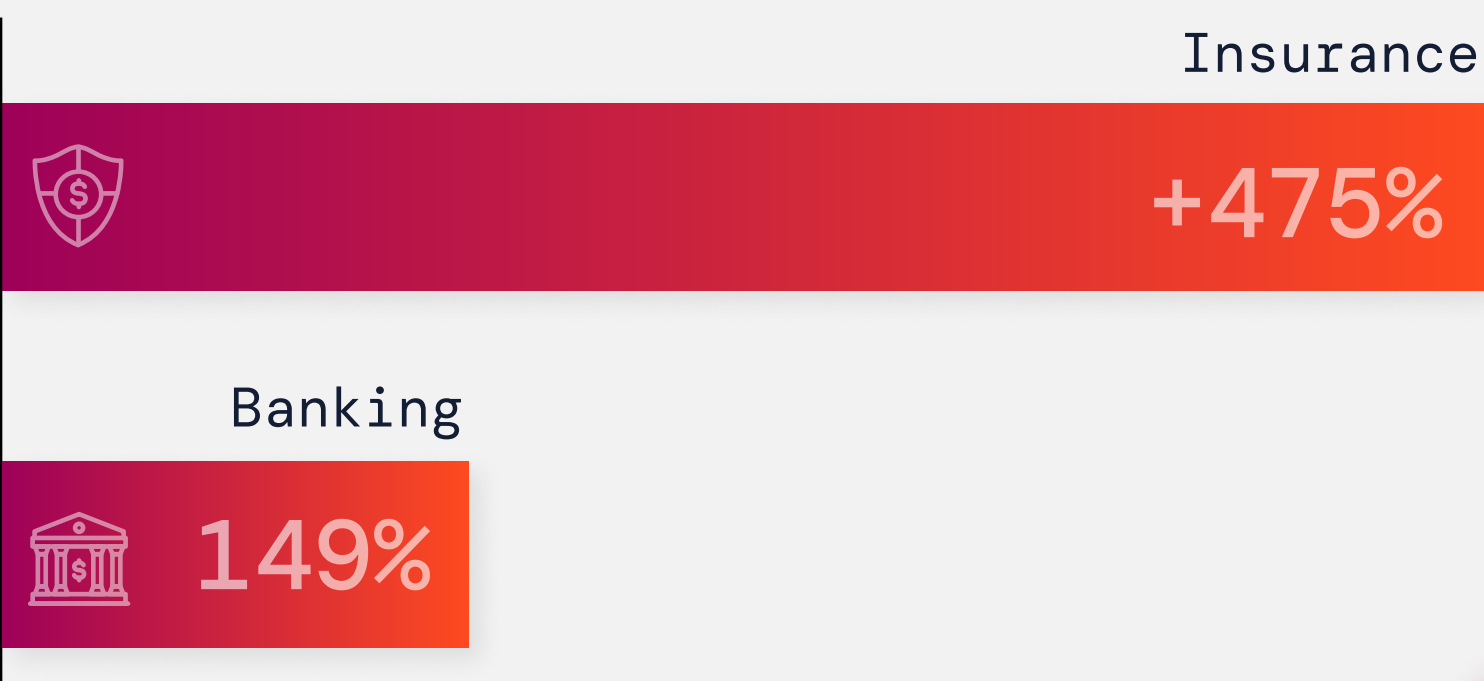
Q4 2023 Q1 2024 Q2 2024 Q3 2024 Q4 2024



AI systems now imitate, decide, and act—**without human input**



Deepfake voices increased by **+475%** in insurance and **+149%** in banking¹



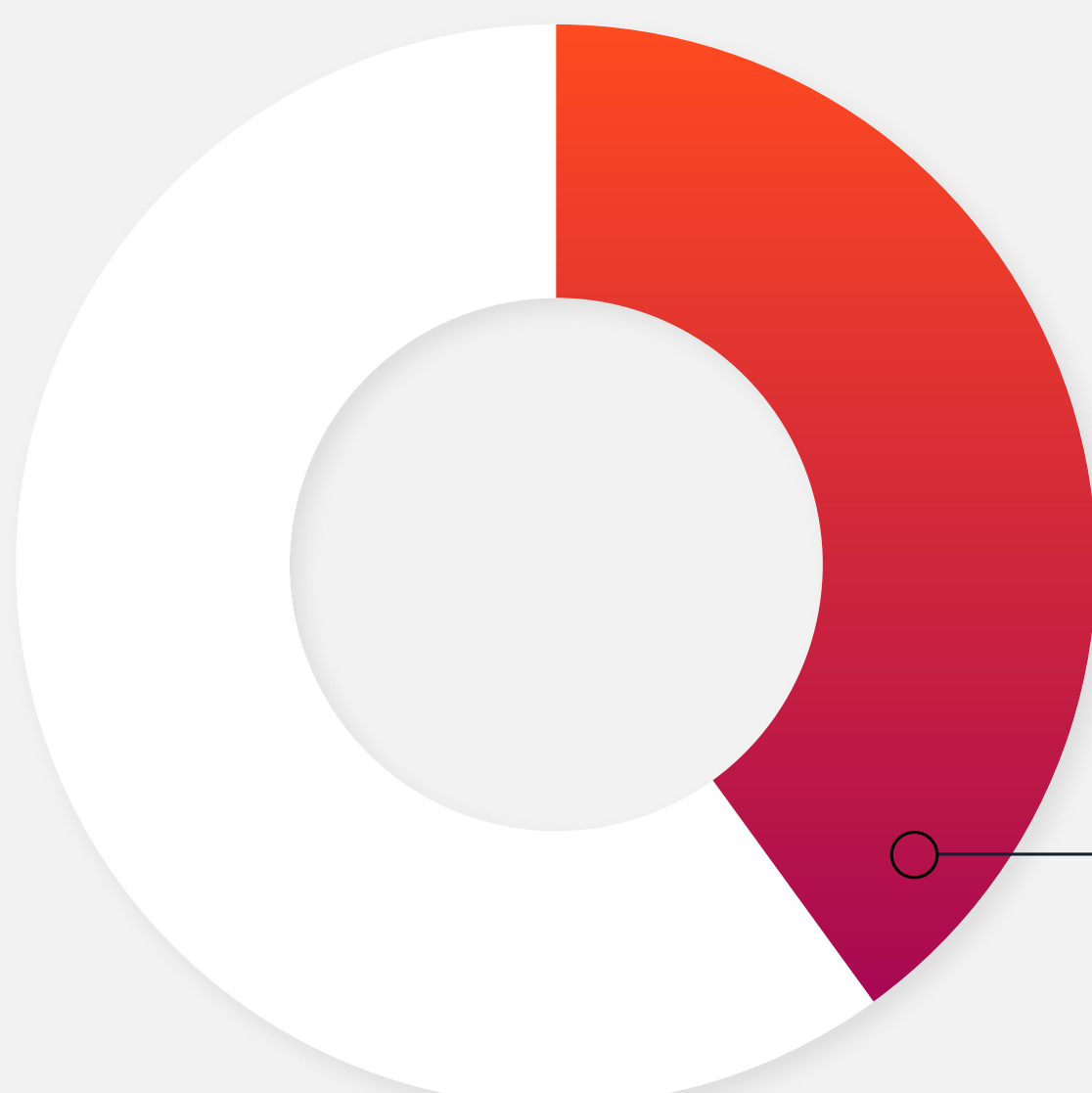
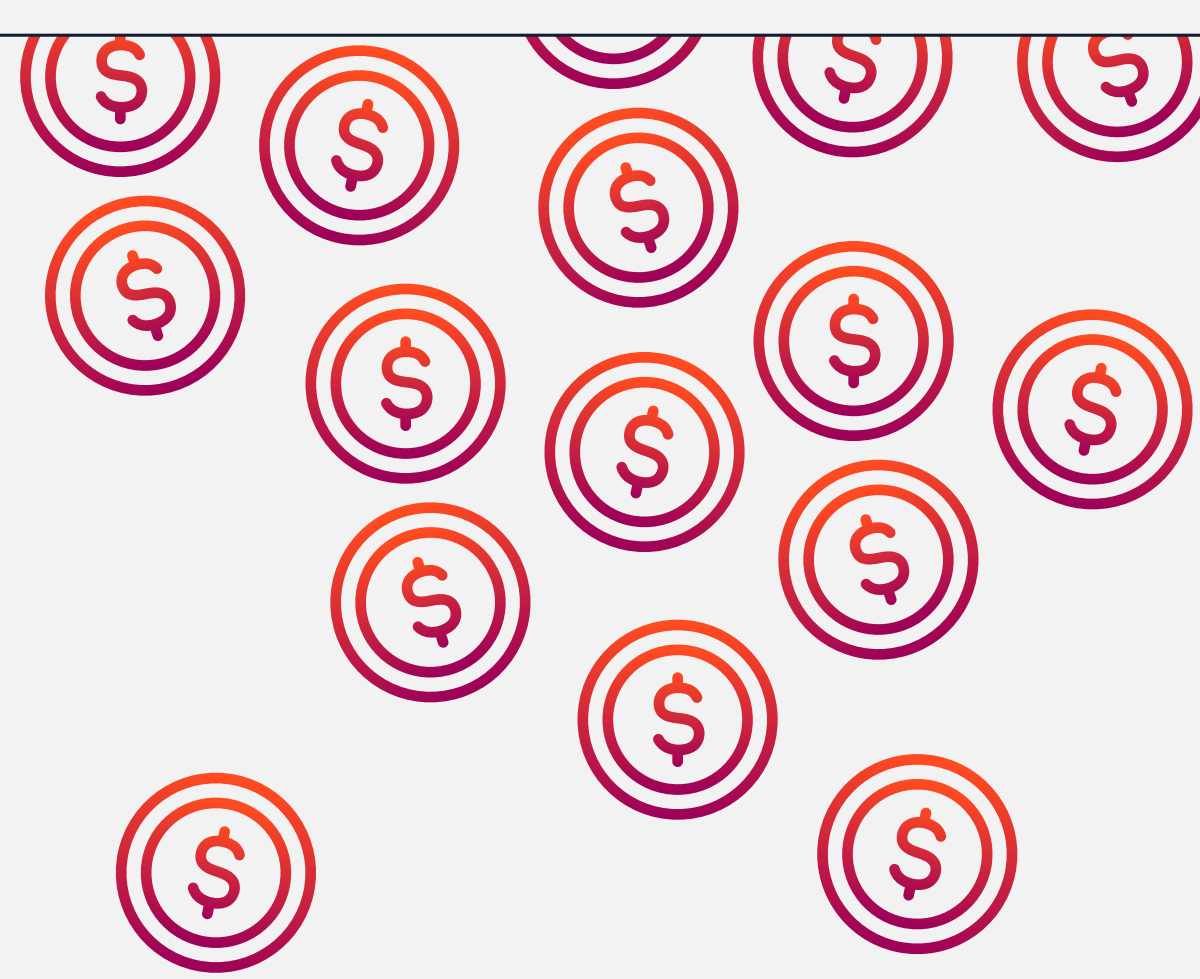
Password



Traditional security checks are being **bypassed in real time**



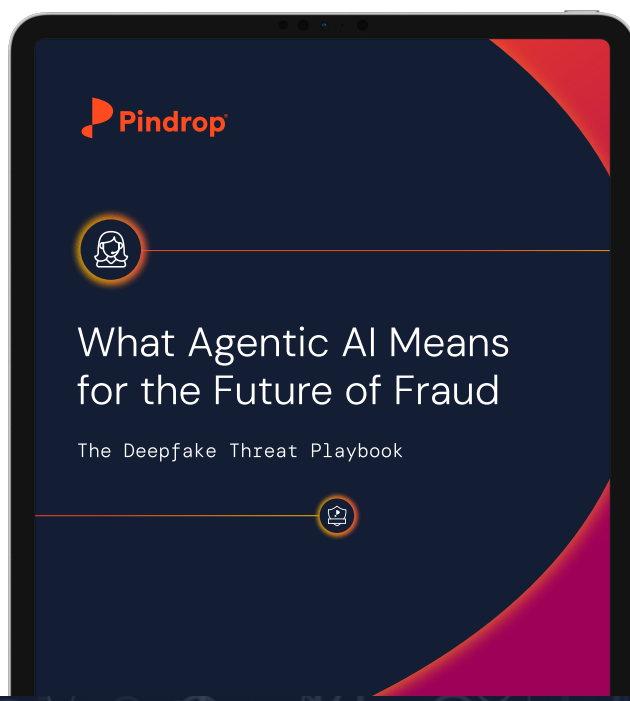
Businesses have an average of **\$343,000 in deepfake fraud exposure** in contact centers alone¹



Nearly **40% of cybercriminals** use Microsoft Teams and Zoom as part of a multi-channel attack²

¹ Pindrop analysis of non-live calls and fraud data from more than 1.2 billion calls for the year 2024

² Predictions based on Pindrop early fraud data from January–February 2025



Download the guide to prepare for what’s coming next.

[DOWNLOAD THE GUIDE](#) ↓