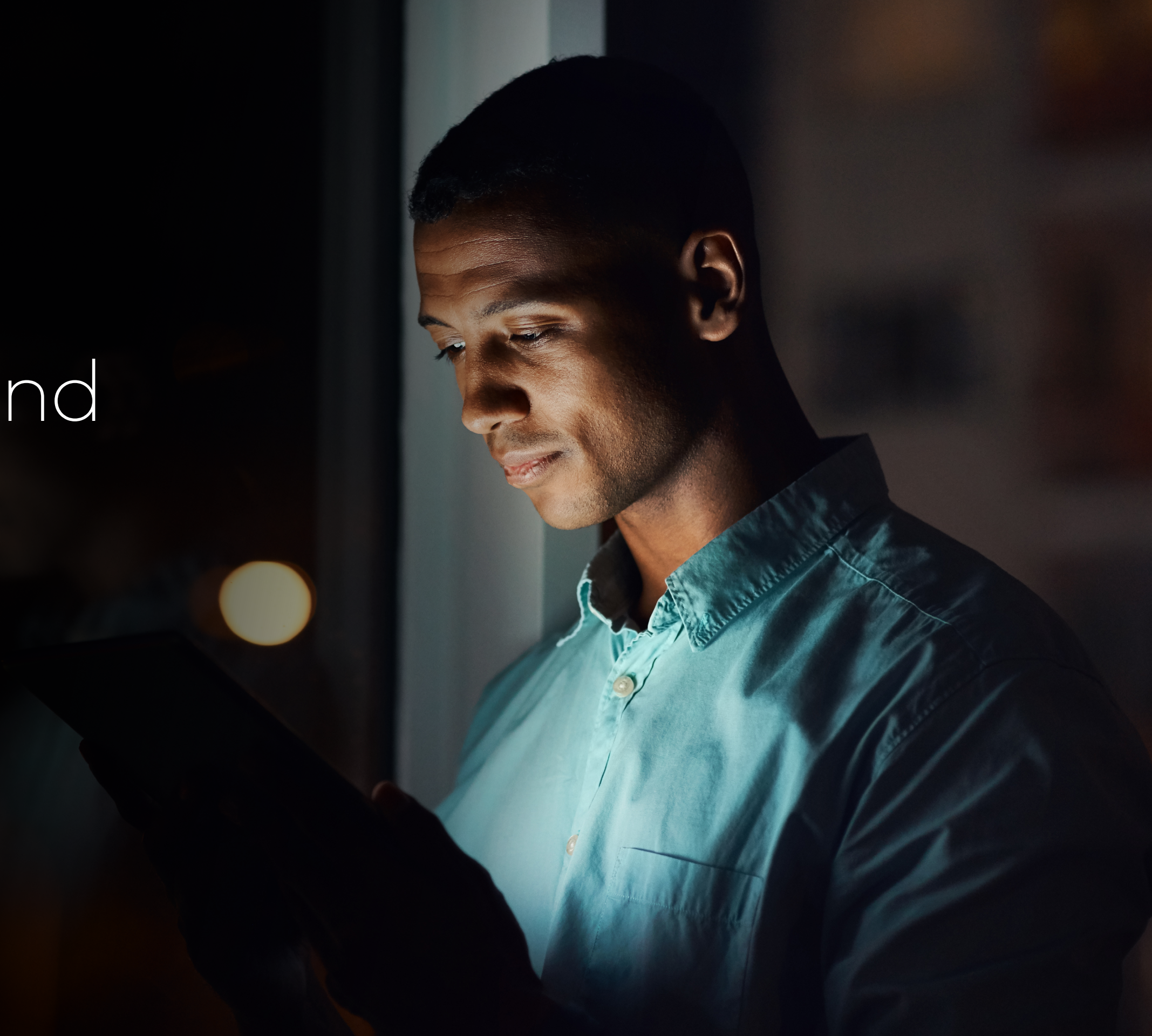# Consumer and risk trends

NUDATA ANALYSIS ON CYBERSECURITY TRENDS

Q4 2022

Sophisticated attacks are on the rise

119%
The rise in total sophisticated attacks

104%
The rise in total mobile attacks

5%
The drop in overall attack traffic

Fraudsters are adapting in a changing ecosystem

In NuData's analysis of attacks across the first half of 2022, a shifting landscape has come into sharp focus, as consumer habits have changed, and attacks have evolved to take advantage.

In the wake of the COVID-19 pandemic, **consumer spending across the digital space** has generally been on the rise, as people have become increasingly used to accessing online services or making purchases through apps and websites and adjusted their spending accordingly.

Across the first half of 2022 we saw growth in buying of digital goods and retail purchases online compared to the same period in the previous year. However, the biggest leap was in the events space: the industry surged on the back of consumers snapping up tickets, as they looked to return to a sense of normality after years of in-person events being postponed or cancelled.

While overall traffic in NuData's network has grown, and billions of sessions have been protected, overall attack traffic has declined compared to same period last year.

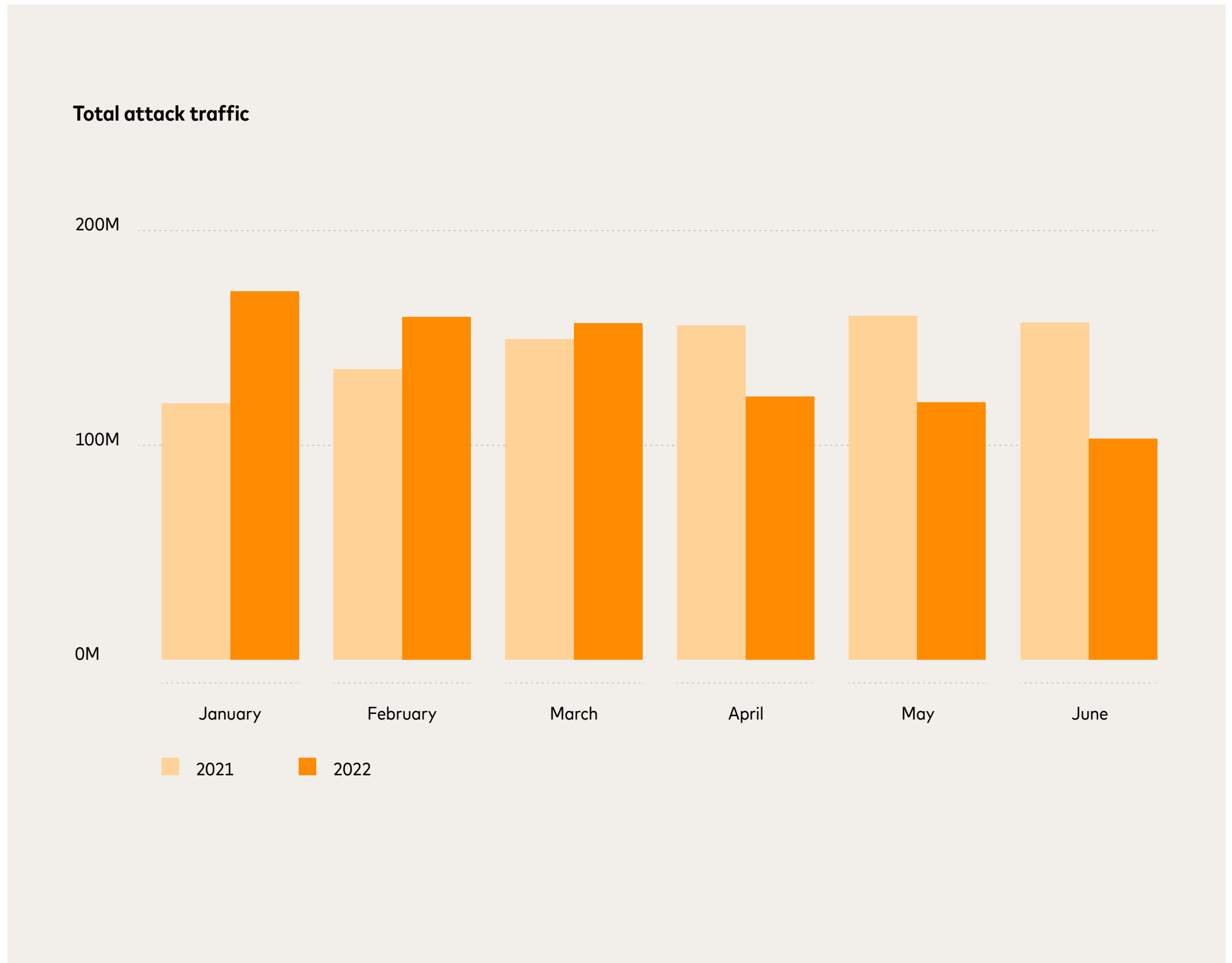However, sophisticated attack traffic has significantly increased.

While the overall trend of declining attack traffic is encouraging, this changing landscape gives plenty of reasons to remain vigilant.

Sophisticated attacks are an increasingly common part of a fraudster's toolkit – as are mobile attacks, as we explore in this update.

Attack traffic

Overall attack volume shows encouraging news, as the total volume of attacks has dropped compared to the same period in 2021.

However, this decrease in attack traffic doesn't guarantee a drop in risk. On the contrary, businesses must remain vigilant and ensure they know and understand customer behaviors and identities, so they can spot the attacks that are still being made.

Total attack traffic

Legend:
- 2021
- 2022

Sophisticated attack traffic

While high-volume basic attacks have dropped, it throws into the focus the fraudster's shift to lower-volume, more sophisticated attacks, the number of which has almost doubled between January 2021 and June 2022.

Sophisticated attacks more closely resemble actual user behaviour, often using automated scripts to emulate features like keystroke patterns and mouse movement. These can evade traditional bot-detecting tools – but can be recognised with behavioral and device insights.

These more complex attacks show a greater amount of technical knowledge from fraudsters - and can pose higher risks to vulnerable businesses.

While businesses might be getting better at catching basic attacks using their standard security tools, behavioral and device insights are able to see these sophisticated attacks that are getting through that first line of defense.

Total sophisticated attack traffic

Legend: 2021 · 2022
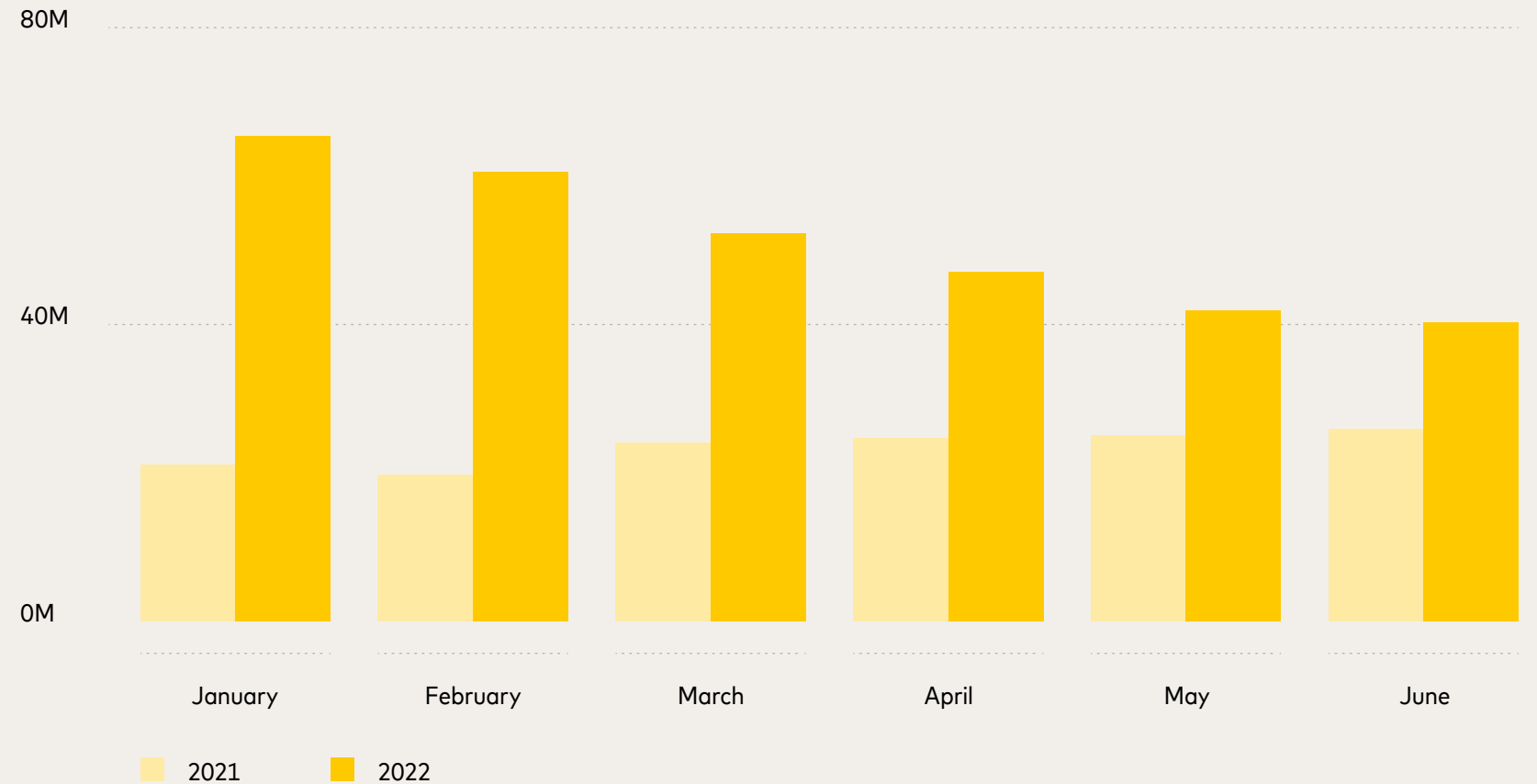
Mobile attack traffic

Looking at data from previous years shows that desktop attacks have been the traditional realm of the online fraudster, but with overall attack traffic declining, it throws into relief the areas where attackers are placing their attention.

Particularly in the events and retail sectors, there's a clear resilience in the number of mobile attacks taking place in the first half of 2022, that indicates fraudsters are increasingly looking at this avenue as a way to achieve their goals compared to the previous year.

Total mobile attack traffic
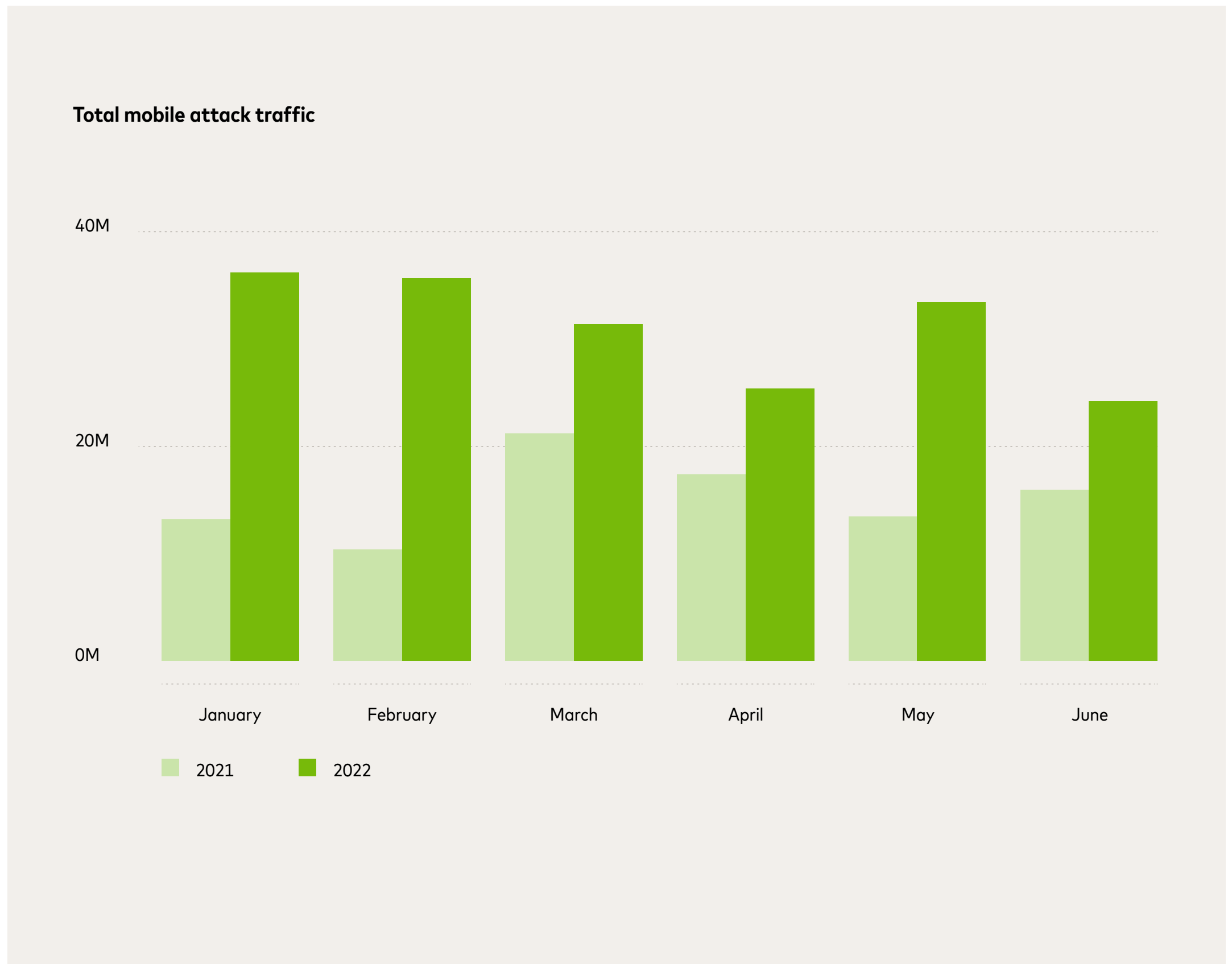
+100M

accounts protected monthly

99.9%

risk-mitigation accuracy

Read our **success stories**
to learn how we've helped other companies.

If you have questions, email us at
**verifygoodusers@nudatasecurity.com**

NuData Security, a Mastercard company, helps businesses validate good users without disruption and stop bad actors before they can cause damage.

With over 20 billion risk assessments processed and 4.5 billion devices seen yearly, NuData harnesses the power of behavioral signals and device intelligence to verify users, stop account takeover, prevent new account fraud, and reduce good user friction in real time.

NuData solutions are trusted by some of the world's largest brands to prevent fraud while offering a seamless customer experience.

NuData Security
mastercard
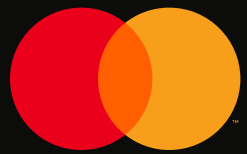
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