

2024 Bad Bot Report

Account Takeover Attacks by the Numbers

10%

Growth in account takeover attacks between 2022 and 2023

11%

Percentage of account takeover attempts out of all logins

44%

Percentage of account takeover attacks that targeted APIs

Top 5 Most-Attacked Industries

36.8%



Financial Services

11.5%



Travel

8%



Business Services

5.5%



Computing & IT

4.7%



Automotive

Industries with the Highest ATO Ratio of all Logins



38%

Business Services



35%

Sports



33%

Food & Groceries



24%

Computing & IT



18%

Healthcare



17%

Travel

Top 5 Most Targeted Countries by ATO Attacks



United States

40%



United Kingdom

7%



Germany

7%



Australia

5%



Spain

5%

Find out more about Imperva Advanced Bot Protection