



BBB Scam TrackerSM wins Best Scam Fighting Tool recognition

Arlington, VA (January 31, 2024) – Better Business Bureau® is proud to announce that BBB Scam Tracker is being honored by the Global Anti-Scam Alliance (GASA) and ScamAdviser.com as **Best Scam Fighting Tool**.

"We are incredibly proud of BBB Scam Tracker and grateful for this recognition from the Global Anti-Scam Alliance," says Melissa Lanning Trumpower, Executive Director of BBB Institute for Marketplace Trust (BBB Institute), the educational foundation of the International Association of Better Business Bureaus. "BBB Scam Tracker allows people to search previous reports to determine if they're being targeted. As a result, we estimate that our scam-fighting tool helped people avoid losing \$24.3 million in 2023. We want to thank GASA, ScamAdviser.com, and the esteemed panel of judges, for honoring BBB Scam Tracker with this award."

BBB Scam Tracker is supported by [Amazon](#) and [Capital One](#), members of the BBB Corporate Trust Council, a coalition of select companies that join with BBB Institute to build a trustworthy marketplace by providing their expertise, resources, and funding support.

Following the launch of the upgraded BBB Scam Tracker in 2022, BBB Institute added a [Scam Prevention Guide](#) on the homepage to help people learn how to spot and avoid scams. "Our goal is to continue building out the BBB Scam Tracker platform to empower people to protect themselves from fraud," said Trumpower.

The ability to search reported scams is made possible thanks to the dedicated, collaborative work of Better Business Bureau professionals working in communities across the US and Canada to review and publish scam reports.

Launched in 2015 and retooled in 2022, BBB Scam Tracker had 4.58 million views and published more than 65,000 scam reports in 2023.

About BBB: The Better Business Bureau has empowered people to find businesses, brands, and charities they can trust for more than 110 years. In 2022, people turned to BBB more than 250 million times for BBB Business Profiles on more than 5.3 million businesses and Charity Reports on about 12,000 charities, all available for free at [BBB.org](#).

About BBB Institute: The BBB Institute for Marketplace Trust (BBB Institute) is the BBB's educational foundation, whose mission is to educate and protect consumers, promote best practices for businesses, and solve complex marketplace problems. BBB Institute's consumer educational programs are delivered both digitally and in-person by Better Business Bureaus serving communities across the U.S. and Canada. You can find more information about BBB Institute and its programs at [BBBMarketplaceTrust.org](#).

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