

February 11, 2025

Mark Zuckerberg
Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025

Dear Mr. Zuckerberg,

The fourteen undersigned public interest advocacy groups are deeply concerned by recent reporting that Meta projected 10% of its 2024 revenue—approximately \$16 billion—would come from ads promoting scams and banned goods, and that a 2025 internal Meta presentation estimated that the company’s platforms facilitated a third of all successful scams in the United States.¹ Meta also reported that its platforms deliver 15 billion scam ads to users each day, in addition to exposing them to 22 billion other scam attempts outside of ads. In another recent report, Meta knowingly tolerated high levels of scam ads from Chinese advertisers, generating over \$3 billion in revenue in 2024.²

These recent reports are not isolated incidents but rather follow a troubling pattern of behavior where Meta has enabled and profited from scams. In one deeply disturbing case, Meta generated \$49 million in revenue from deepfake video ads featuring public figures like Donald Trump and Elon Musk promoting made-up government benefits.³ Internal company data also shows that up to 70% of newly active advertisers promote low quality or fraudulent products while the platform allows them to accumulate up to 32 strikes before suspending them.⁴ In other reported cases, Meta has allowed scammers to run fraudulent investment ads,⁵ scam ads offering fake ‘tariff-relief’ credits⁶ and health scams promoting fake medical products.⁷

¹ Jeff Horowitz, “Meta is earning a fortune on a deluge of fraudulent ads, documents show,” *Reuters*, November 6, 2025. <https://www.reuters.com/investigations/meta-is-earning-fortune-deluge-fraudulent-ads-documents-show-2025-11-06/>.

² Jeff Horwitz and Engen Tham, “Meta tolerates rampant ad fraud from China to safeguard billions in revenue” *Reuters*, December 15, 2025. <https://www.reuters.com/investigations/meta-tolerates-rampant-ad-fraud-china-safeguard-billions-revenue-2025-12-15/>.

³ “Meta Awash in Deepfake Scam Ads,” *Tech Transparency Project*, Oct. 1, 2025, <https://www.techtransparencyproject.org/articles/meta-awash-in-deepfake-scam-ads>.

⁴ Jeff Horowitz and Angel Au-Yeung, “Meta Battles an ‘Epidemic of Scams’ as Criminals Flood Instagram and Facebook,” *Wall Street Journal*, May 15, 2025, <https://tinyurl.com/4dmy76sd>.

⁵ Hugh Son, “State AGs led by NY’s Letitia James pressure Meta to clean up investment scams on Facebook,” *CNBC*, <https://www.cnn.com/2025/06/11/state-ags-meta-facebook-investment-scams.html>.

⁶ Shira Ovide, “Beware of Facebook posts for ‘tariff relief’ payments. They’re lies,” *Washington Post*, April 25, 2025, <https://www.washingtonpost.com/technology/2025/04/25/facebook-scam-tariffs-ads/>.

⁷ Karissa Bell, “Facebook scammers want you to think Elon Musk can cure diabetes,” *Engadget*, March 5, 2025, <https://www.engadget.com/social-media/facebook-scammers-want-you-to-think-elon-musk-can-cure-diabetes-153042842.html>.

Behind these reported cases are real-world stories of seniors, veterans, and other impacted consumers who have suffered serious harm. Here are just a few examples of consumers who have been harmed by scam ads on Meta or scams originating on the company's platforms:

- A 65-year-old woman lost her entire 401k from a 'pump and dump investment scam' after clicking on a Facebook ad.⁸
- Pennsylvania consumers lost tens of thousands of dollars after clicking on fraudulent investment scam ads on Facebook.⁹
- A 69-year-old man from Massachusetts lost \$140,000 from a crypto scam promoted through Facebook and Instagram ads that he only recovered thanks to the efforts of the state's Attorney General.¹⁰
- A disabled veteran in Iowa reportedly lost \$20,000 from a government impersonation scam after receiving an unsolicited friend request on Facebook.¹¹
- An 82-year-old father and grandfather committed suicide after losing his life savings from a romance scam that originated on Facebook.¹²

Current efforts by Meta to combat scams on its platforms are clearly insufficient. The substantial revenue generated from fraudulent activity appears to create a major conflict of interest, undermining the company's incentive to protect its users and prevent harm. This raises serious concerns regarding Meta's interest in protecting its users. To better address the issue of massive fraud on its platforms, the undersigned organizations strongly urge Meta to take the following actions:

1. **Lower the Threshold for Fraud Enforcement** - Meta should reduce its current enforcement threshold so that advertisers are no longer allowed to continue operating until fraud is detected with near certainty. Instead, advertisers identified as posing a moderate risk of fraud should face immediate suspension, quarantine, or heightened investigation, rather than merely being subject to higher fees.
2. **Strengthen Identity Verification for Advertisers** - Meta should require robust Know Your Business (KYB) verification for all advertisers, particularly those operating in high-risk categories such as financial and investment services, gambling, and healthcare. This should include periodic re-verification, enhanced scrutiny for

⁸ Hitesh Dev, "Combating Pump-And-Dump Scams In The Age Of Social Media," *Forbes*, Oct. 7, 2024, <https://www.forbes.com/councils/forbesbusinesscouncil/2024/10/07/combating-pump-and-dump-scams-in-the-age-of-social-media/>.

⁹ Letter from Letitia James, Attorney General of New York, et al. to Meta Platforms, Inc. (June 11, 2025) <https://ag.ny.gov/sites/default/files/letters/letter-to-meta-re-investment-scams-on-facebook-and-whatsapp-letter-2025.pdf>.

¹⁰ Bobby Allyn, "A victim of a crypto 'pig butchering' scam just got his \$140,000 back," *NPR*, Oct. 4, 2024, <https://www.npr.org/2024/10/04/g-s1-26505/spirebit-crypto-pig-butchering-scam-victim-gets-money-back>.

¹¹ "Sheriff's office warns others after disabled veteran loses \$20K in Facebook scam," *KWQC* 6, <https://www.kwqc.com/2025/06/27/sheriffs-office-warns-others-after-disabled-veteran-loses-20k-facebook-scam/>.

¹² "Suicide After a Scam: One Family's Story," *AARP*, Oct. 25, 2024, <https://www.aarp.org/podcasts/the-perfect-scam/info-2024/suicide-after-scam.html>.

repeat offenders, escrow requirements for high-risk advertisers, and integration of fraud intelligence systems.

3. **Establish a Victim Restitution Program** - Meta should create a dedicated compensation fund to reimburse users harmed by fraudulent ads run on its platforms. Once fraud is confirmed, impacted users should be proactively contacted and offered restitution through direct reimbursement or equivalent compensation vehicles.
4. **Expand Human Oversight and Real-Time Monitoring** - Automated systems should be augmented by dedicated human review teams with authority to rapidly suspend or terminate suspected fraudulent advertising campaigns. A specialized rapid-response unit should be empowered to act on high-risk reports within hours.
5. **Label Ads Under Review and Increase Enforcement Transparency** - Meta should introduce clear labeling for ads under review or deemed high-risk. The company should also add to its quarterly Community Standards Enforcement Reports a section on scams, detailing enforcement actions, scam prevalence, and remediation measures.
6. **Require Independent Audits and External Oversight** - Meta should commission regular, independent audits of its fraud detection and ad review processes and establish an external advisory body composed of consumer advocates and fraud experts. Findings and progress updates should be made publicly available.
7. **Deepen Cooperation with Regulators and Law Enforcement** - Meta should proactively share data on fraudulent advertisers and emerging scam patterns with relevant regulatory bodies and law enforcement agencies at the federal and state level to facilitate swift enforcement and coordinated takedown efforts.

Taken together, these measures would demonstrate a clear commitment to prioritizing consumer protection and integrity within Meta's advertising ecosystem. Given Meta's extraordinary operations, reach, and influence, the company has both the capacity and responsibility to ensure that its platforms do not serve as conduits for large-scale fraud and exploitation.

The undersigned public interest advocates are also exploring state and federal legal requirements, including the enforcement of existing statutes prohibiting unfair and deceptive practices and the enactment of new legislation regarding the facilitation of scam advertisements. Given Meta's enormous size and the scale of its platforms, it is one of the entities in the fraud ecosystem best positioned to combat these crimes.

Sincerely,

National Consumers League
Alliance for Retired Americans
Center for Countering Digital Hate
Center for Democracy & Technology

Check My Ads
Common Cause
Consumer Federation of America
Consumer Reports
Ekō
Electronic Privacy Information Center
National Consumer Law Center (on behalf of its low-income clients)
Tech Oversight Project
UltraViolet
US PIRG