Fighting Online Fraud

Everyone loves online shopping. Unfortunately, so do cyber thieves. Every day, fraud and identity theft threaten online businesses.

Ecommerce is expected to increase 50% from 2012 by 2017

- 2012: $1.077 trillion
- 2015: $1.592 trillion
- 2017: $2.197 trillion

Attribution: Emarketer.com

Online Fraud Continues to Hurt E-retailers

- Ecommerce fraud set to jump to $6.8 billion by 2018 (RSA)
- Merchants pay $3.10 in costs (replacement costs + fees) for each dollar of fraud losses they incur
- Accounts for .9% of revenue for e-retailers

Attribution: LexisNexis.com

Online Fraud Has E-retailers Worried

- 19% believe it costs too much to control fraud
- 43% say reducing fraud can help increase company sales
- 50% believe the evolution of mobile as a payment device and channel presents significant risks
- 53% say fraud is inevitable

Attribution: LexisNexis.com

Stop Online Fraud in its Tracks.

1. Match customer name to the address
   A simple address verification service can tell you quickly if the address and name submitted match to ensure the customer is who they say they are for ID verification.

2. Use the phone as a fraud signal
   Verifying a phone number as part of the automated check process, can aid in the merchant’s decision to determine if it’s fraud.

3. Determine the IP location to prevent fraud
   Obtaining the geographic location of an IP address can help flag fraud if it’s far away from a billing or shipping address.

Want more info on Stopping Ecommerce Fraud?
Download the guide at www.MelissaData.com/fraud