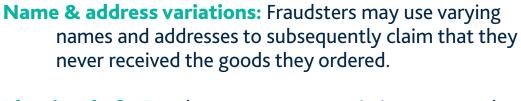
BLACK FRIDAY & BER MONDAY 2 December 2019

X

HIGH CONVERSIONS, **LESS FRAUD**

for the imminent Black Friday and Cyber Monday? Run a last-minute check now and take the right steps to make the year's highest sales days a success for you as well as your X customers.

Are you prepared



THAT ONLINE SHOPS FACE

TOP 5 FRAUD TYPOLOGIES

Identity theft: Fraudsters may use an existing name and a third party's address to change the delivery address of the goods later or send the parcel to a drop-off point.

Friendly Fraud: Fraudsters may buy goods, but be unable

Account takeover: Fraudsters may acquire customers' online accounts or account data to make purchases, transfer money or obtain even more data.

Return fraud: Fraudsters may return goods, but withhold

some of the contents for themselves.

or unwilling to pay for them.

your loyal customers don't want to be punished for the behaviour of a criminal minority. 1 Be aware of the specific fraud issues you've experienced in the past. Reviewing these incidents

TOP 3 PRINCIPLES OF

FRAUD PREVENTION

can open up new perspectives. Maintain a balance between a pleasant customer journey and a high level of security. The more sophisticated your fraud prevention is,

the lower the costs you'll have afterwards.

Although lots of fraudsters are active on these days, you should avoid the mistake of being too restrictive. After all,

- TOP 8 TIPS FOR YOU

Social media: Keep an eye on Instagram as well as other

Product groups: Which product groups are especially

platforms and well-known deal websites. This way, you'll always know what's going on in your target

market. Setting an alert is more important than ever.

TO KEEP IN MIND FOR A PROFITABLE

AND SECURE END YEARS BUSINESS

popular among fraudsters? Which products have low margins and should have fewer restrictions? **Shopping basket limits:** Tailor your shopping basket limits according to product groups and segments.

Payment options: Check which payment options are particularly susceptible to fraud and decide which payment methods to allow. **User activities:** Have inactive accounts suddenly become

active again? Better take a closer look.

or areas).

operators.

Blacklisting: Make sure you bar data from all previous

Channels: Which channels do fraudsters use to find you? Consider past risks and decide which channels to place ads on when advertising your shop.

Dispatch: Prevent any subsequent address changes and

express deliveries. Both are often exploited by fraud

cases of fraud (device, name and certain addresses

YOUR LONG-TERM

SECURITY PLAN:

effective? Can you deal with increasingly sophisticated fraud attempts? Our recommendation is to invest in technology. Consider the following solutions:

SCORING AND IDENTITY

DEVICE TRACKING

VELOCITY CHECKS

(EMAIL, FAKE NAME, ACCOUNT AND DEVICE)

Ask yourself how high your internal costs are, to get a handle on your specific fraud issues. Are your activities

IS YOUR RISK MANAGEMENT PARTNER ALREADY ON BOARD?

DIESE FRAGEN MÜSSEN SIE IHREM PARTNER VOR DEM BLACK FRIDAY & DEM CYBER MONDAY

KPIs: Which KPIs are available from previous years?

STELLEN

New approaches in fraud: Has the focus on your specific areas of fraud changed? Are certain types of cases particularly prevalent?

compatible with your sales targets and desired

Performance: Request an analysis of your performance. What factors impact on conversion and which affect security?

Limit controls: What shopping basket limits are

level of security?

WE WISH YOU A SUCCESSFUL **BLACK FRIDAY** & CYBER MONDAY

