

## TruValidate For Retail Ecommerce



Authenticate customers, help to prevent Ecommerce fraud and provide an outstanding customer experience.

As part of the customer's overall brand experience, new expectations have emerged online for friction-right, instantaneous access to sites and mobile applications. But this experience needs to be balanced with the realities of growing fraud trends.

**Retailers need to balance critical requirements to provide a service that:**

- ✓ Ensures any additional checks don't disrupt consumer journeys
- ✓ Helps protect consumers and themselves
- ✓ Keeps up with the accelerated pace of new fraud methods

Because fraud can occur from many directions throughout the customer journey, a comprehensive fraud platform to orchestrate countermeasures is imperative.

Delivered through a single API, our TruValidate fraud platform delivers an accurate and comprehensive consumer view by linking proprietary data, personal data, device identifiers and online behaviours. Our advanced insights and global network of reported fraud helps you to discover anomalies, assess risk and confidently identify genuine consumers. This helps you to protect your business and focus on offering effective, personalised and friction-right experiences.

TruValidate for Retail Ecommerce uses flexible business rules and advanced machine learning algorithms to stop devices with risk attributes and behaviour. Patented technology allows you to spot and stop coordinated fraud rings by determining connected devices and accounts spanning multiple businesses and industries. Our network of fraud analysts submit device reputation reports which give clients access to the type of fraud or abuse a device has previously been involved in.

**“With 87% of identity fraud committed online, establishing trust helps protect your genuine customers and your business.”**

Source: Cifas Fraudscape

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## Our flexible and modular fraud platform can be tailored to best suit your unique needs and give you the clearest picture of potential risk in real time

It's difficult delivering an exceptional customer experience while protecting your business and consumers from potential fraud – unless you have a layered approach to onboarding and customer management that provides a friction-right experience.

Retailers need robust ID proofing – which can include verifying a consumer's age, authenticating the consumer ahead of a transaction or product despatch – while effectively locking out bad actors in favour of genuine consumers.

### Here's how TruValidate can help combat the most common forms of ecommerce fraud:

YOUR CHALLENGES	OUR SOLUTIONS
<p><b>CNP Fraud</b></p> <p>The growth in digital payments has led to a rapid rise in Card Not Present fraud.</p>	<p>TruValidate tells you when disparate devices access the same account or when the same device accesses many accounts in real time.</p> <p>Our fraud platform also allows you to specify a transaction velocity for an account, device, or IP address to help stop high-volume transactions – a common fraud ring tactic.</p>
<p><b>Friendly Fraud</b></p> <p>Friendly fraud is difficult to shut down, whether it's a customer disputing a charge, packages being lost in transit, or even using and returning an item.</p> <p>Consumers who win a chargeback dispute are 9x more likely to repeat this behaviour – and a net win rate of 88% in the consumers' favour<sup>1</sup> – makes this a growing concern.</p>	<p>The TruValidate platform allows you to flag devices by specific types of fraud or abuse. We'll inform you if we associate a device with a history of friendly fraud, either with your business or with another merchant in our network.</p> <p>TruValidate data is auditable and can be used as evidence in a dispute. A recent survey found that those using third-party fraud platforms had a recovery rate of nearly 30% higher than those who managed conflicts in-house.<sup>2</sup></p>
<p><b>Account Takeover (ATO)</b></p> <p>Significant data breaches over the last decade mean consumer data is available on the dark web.</p> <p>Fraudsters also use social engineering and extreme social media to take over accounts.</p> <p>Traditional password-based authentication is obsolete.</p> <p>The risk of ATO drops by introducing more authentication factors, but so does the quality of the customer experience.</p>	<p>We can provide the means to match and verify consumer-provided data across global online and offline datasets.</p> <p>This helps to better understand consumers, streamline the customer journey and deliver operational improvements.</p> <p>Our extensive datasets (over 8.5bn in our global consortium) allow the recognition of returning consumers to provide an additional authentication factor that is invisible and friction-right to customers.</p>

<sup>1</sup> Chargebacks911 - Chargebacks field report [Chargeback Fraud Statistics 2021: Everything You Need to Know \(expertmarket.co.uk\)](#)

<sup>2</sup> Chargeback Field Report - Chargebacks911

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<p><b>Synthetic Fraud and Identity Fraud</b></p> <p>Synthetic identities are hard to spot. Fraudsters can outmanoeuvre you using techniques such as forged or hybrid identities, automated attacks, device spoofing and proxies.</p>	<p>We can help spot the risks from device behaviour and characteristics via the use of advanced machine learning analytics which uncover false IP addresses and geolocation, verify consumer age and detect other techniques that fraudsters commonly use.</p> <p>Our TruValidate platform verifies consumer-provided data across global online and offline datasets – helping to better understand consumers, make more informed decisions, enhance trust and deliver operational efficiencies.</p> <p>Our authentication services can be configured to suit the risk appetite of your business needs in order to confirm identity, age, strengthen compliance, and support growth into new markets.</p>
<p><b>Preventing promotion abuse</b></p> <p>Coupons, promotions, and loyalty programs are all critical to acquiring and retaining customers. Unfortunately, they are also targets for fraud and abuse.</p>	<p>We can help identify good customers by the characteristics of their devices and past behaviour. When we detect a device involved in past promotion abuse or showing unusual velocities, we alert you in real time.</p>
<p><b>Customers feeling like they're being treated like criminals</b></p> <p>Every visitor to your online site faces the same authentication protocol. This means good customers receive the same greeting as potential threats.</p> <p>But that's where the similarity ends with TruValidate.</p>	<p>Our multifactor authentication (MFA) solutions add an essential dimension of context to the risk assessment process.</p> <p>Delivering insight into risk signals – such as sessions through a proxy, mismatches between the device's reported and observed geolocation access requests, step-up authentication processes, and device histories – the authentication challenge automatically adjusts to balance verified customer familiarity against potentially fraudulent activity.</p>

**Want to know more** about how TruValidate can help reduce fraud whilst ensuring a friction-right customer experience?

**Call us on 0113 868 2600 or visit: [www.transunion.co.uk/industry/retail](http://www.transunion.co.uk/industry/retail)**