

PROACTIVELY PREVENT FRAUD

HOW TO KEEP YOUR BUSINESS SAFE AND TRULY SAY GOODBYE TO FRAUD!

The overall global cost of cybercrime has exceeded

\$600 BILLION.



In the US alone, the FTC collected more than **1.4 MILLION FRAUD REPORTS** and people said they lost money to the fraud in 25% of those reports.

And, people reported losing **\$1.48 billion** to fraud last year an increase of 38% over 2017.

ACCORDING TO THE FTC'S

"CONSUMER SENTINEL NETWORK DATA BOOK"

the most common categories for fraud complaints were:

IMPOSTER SCAMS

DEBT COLLECTION

IDENTITY THEFT

CREDIT CARD FRAUD

was most prevalent in identity theft cases – more than 167,000 people reported a fraudulent credit card account was opened with their information.

WHERE DOES MOST OF THIS FRAUD COME FROM?



30 percent of company cybersecurity incidents are performed by current employees within the organization.

24 percent of company cybersecurity incidents are performed by former employees of the organization.

23 percent of company cybersecurity incidents are performed by unknown hackers.

21 percent - other/unknown

NEW PATTERNS OF FRAUDULENT BEHAVIOR ARE CREATED EVERY FEW SECONDS.

WHAT CAN YOU DO TO KEEP YOUR BUSINESS SAFE FROM FRAUD?

THE ANTI-FRAUD SOLUTIONS TO TRULY SAY GOODBYE TO FRAUD



DUPLICATE & FAKE USERS

Identify **fraudulent and high risk users** including fake accounts and duplicate users. Automate user quality with less manual reviews.

CLICK FRAUD & AD FRAUD

Detect **fake clicks** from bots and **high risk proxies/VPNs** in real-time before they can impact your advertisers or eat up precious ad budgets.

PAYMENT & TRANSACTION FRAUD

Prevent **chargebacks** before they can negatively impact your business. Identify **high risk transactions** without losing money to fraudsters. 43% of surveyed adults in the U.S. admit to shopping online over public WiFi.

ACCOUNT TAKEOVER

Keep your users safe and prevent cybercriminals from **hijacking accounts** on your platform. In 2018, mobile account takeovers increased. There were **679,000** mobile account takeovers, versus 380,000 in 2017.

GEO ENFORCEMENT

Only allow users from **certain geographic regions**, such as for OTT/VOD streaming services or access to special services only available in specific regions.

BOTS, PROXIES, VPN, & TOR CONNECTIONS

Easily identify **high risk connections** likely to engage in fraud with the greatest accuracy in the industry.

LEAD GENERATION & USER DATA VERIFICATION

Ensure data that you are collecting or purchasing is valid and accurate. In addition to the **IP address**, other data such as **phone numbers, physical addresses** and other user info can be **scored for accuracy**. 34 percent of businesses have implemented new data collection, retention and destruction policies.

PROACTIVELY PREVENT FRAUD for less headaches and greater profits.

WANT TO LEARN MORE?



IPQualityScore's suite of **anti-fraud tools** are an easy solution to automate qualitycontrol by preventing fraudsters, suspicious transactions and malicious users.

WWW.IPQS.COM/DEMO

Sources:

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