

# Accertify Fraud Management



## E-Commerce Growth Fuels Unprecedented Rise in Fraud

With online payment fraud forecasted to reach at least \$25 billion annually by 2024<sup>1</sup>, now, more than ever, is the time to employ a multi-layered approach to fraud prevention.

To thwart fraud, the natural tendency is to utilize the latest countermeasure and hope it works. What really happens is organizations push unnecessary friction to their customers and burden their internal teams with yet another tool to support and a risk score to stitch together and try to decipher. The result: a poor customer experience and a whack-a-mole risk strategy leading to lost revenue and customer attrition.

### How Do You Strike a Balance?

As former in-house fraud and risk managers, our team of experts understand the pressure you're under to address the sophisticated and ever evolving threats your organization faces daily. Accertify Fraud Management is built on four core principles to help you confidently identify threats while delivering the best digital experience to your customers.



#### PREDICT

Our award-winning machine learning first approach married with rich community data identifies valid transactions.



#### PREVENT

A standard API with day-one risk decisioning helps you quickly and easily prevent fraudulent transactions.



#### PROTECT

Risk strategies led by machine learning provides continuously improving layers of protection.



PEOPLE

## Moving from Risk to Trust.

Accertify Fraud Management is a comprehensive platform available to address today's threats and is agile and adaptive to detect tomorrow's. With a simple API integration and real-time explainable machine learning based risk decisions, our seamless approach makes it simpler to protect your organization while delivering a differentiated customer experience.

**PROTECT YOUR BRAND. PROTECT YOUR CUSTOMER.**

Trust Accertify.

Accertify.com

Contact us for a free consultation.

<sup>1</sup> Juniper Research Report, (2020). Online Payment Fraud: Emerging Threats, Segment Analysis & Market Forecasts 2020-2024.

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