

PEAK SEASON TIPS

Did you know?



~19%
transactions
worldwide



~22%
Fraud



US\$2.4 billion

Online transactions worldwide grew by **19%** during the 2017 holiday season. However, fraud increased even more — by **22%**, according to benchmark data from ACI.¹

Cyber days across Brazil, Mexico, Argentina, Chile, Colombia and Peru reached approximately **USD2.4 billion** eCommerce sales. Brazil's "Black Friday" and Mexico "El Buen Fin" were responsible for more than half of the figure.²

Is your business ready for peak season?

Here are some fraud management tips to help you better protect your business from fraudulent online purchases while offering a frictionless customer shopping experience.



Implement New Rules

Understand what new featured products and services will be released and what special promotions you will be running, and implement rules that monitor online purchases of your high-value products



Fraud Reports

Work with your acquirer to receive confirmed fraud reports, helping to reduce exposure to chargebacks



Monitoring Chargebacks

Monitor your chargebacks by asking your fraud analytics team to create risk profiles so you can modify your fraud strategies in the future



Training

Make sure to have enough team members to handle the influx of orders, and adequately train them. Consider employing the services of a fraud consultant



Customer Contact

Keep track of customer calls and rely on other forms of customer contact, such as email, chats, web forms, instead of missing calls that could end up as chargebacks



Monitoring Buying Process

Monitor friction in the buying process for your genuine customers to ensure their transactions are accepted



Account Takeover

Keep vigilant against account takeover attacks during account creation, login and account updates

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1. Online Fraud Boomed During Holiday Season: Report <https://www.mediapost.com/publications/article/312984/online-fraud-boomed-during-holiday-season-report.html>

2. Why Black Friday events are important in Latin America. <https://business.ebanx.com/en/blog/why-black-friday-events-are-important-in-latin-america>