nSure.ai

The Fraud Prevention Checklist for Digital Goods & Payments

When it comes to high risk digital transactions, would you believe that there is such a thing as being too safe? A suboptimal fraud prevention solution could be causing you to lose significant revenue streams from many legitimate and future loyal customers.

With reports of fraud on the rise, it’s more important than ever to have a fraud prevention solution that leverages the latest technology to ensure protection for both you and your customers.

Find out if what you are looking at or are already doing today stands up to the test. Check the list below.

Operations

	Yes	No
Have you ever experienced a scalable fraud attack on your high value digital goods or services?	□	□
Are you currently in need of utilizing more than one fraud prevention tool?	□	□
Does your current fraud prevention solution have the ability to identify a fraudster and turn the tables so they get frustrated and potentially lose time and money?	□	□
Is social engineering (victim assisted fraud) a major focus in your fraud prevention strategy?	□	□
Is your organization currently (or recently) in the card monitoring program (VFMP/ECMP)?	□	□

Technology

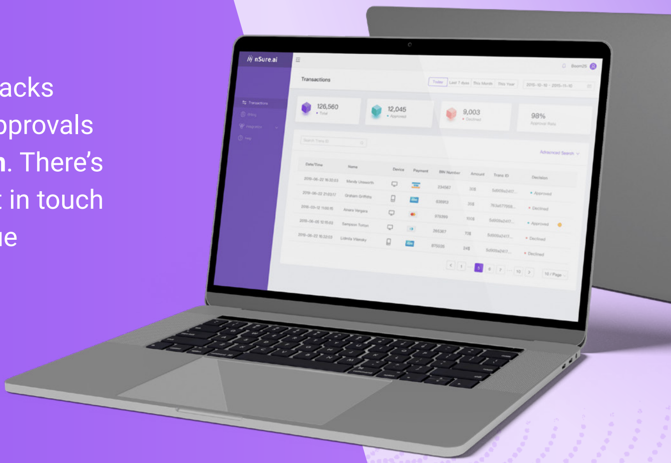
	Yes	No
Do you have the ability to collect and analyze behavioral patterns in your purchase transactions (e.g., whether users are typing or copying a password)?	□	□
Does your fraud solution leverage consortium data to minimize false positives?	□	□
Does your fraud solution have an architecture that provides you with your own ML model that is entirely dedicated to your business, your customers, and your specific products?	□	□
Does your current fraud payment solution exercise regular behavioral tests to identify, isolate and determine whether suspicious transactions are actually fraud?	□	□
Does your fraud protection model detect unique data points like device fingerprints & dark web trails to proactively prevent fraud?	□	□

Business Model

	Yes	No
Is your total chargeback rate higher than 0.5%?	□	□
Is your approval rate lower than 85%?	□	□
Do you have an accurate estimate on your false positive rate?	□	□
Are you using 3DSecure V2 in markets where it is not required by law (e.g., USA)?	□	□
Do you utilize a 3rd party solution that assumes the liability (regardless of reason) for all chargebacks?	□	□
Do you utilize a 3rd party solution that makes the approval decisions for you?	□	□
Are you satisfied with the results delivered by your current payment fraud solution?	□	□

Talk to us. Based on how you answered these questions, we can help. Let nSure.ai show you a better way.

Acquiring new customers and lowering the cost of unpredictable chargebacks has never been more important. nSure.ai guarantees less friction, more approvals of legitimate customers, and no chargeback costs — **regardless of reason**. There's no time like the present to take your fraud prevention to the next level. Get in touch with the team to experience a guaranteed 95% approval rate, risk-free value transfer, better UX powered by Dynamic KYC, and so much more.



Talk to Our Team