The rapid growth in Ecommerce throughout the world has created more opportunities for online fraud. Ecommerce losses tied to online payment fraud topped $20 billion globally in 2021, up 14% from the previous year. Rising security threats from changing consumer behaviors and new digital data pose a serious threat to a brand’s revenue and reputation and a multi-layered, holistic approach to fraud mitigation is crucial.

In our recent webinar, experts from Digital River and Accertify explored key challenges that merchants face and outlined various strategies and technologies to consider for strengthening security while maintaining a smooth ecommerce experience for shoppers.

Minimizing Ecommerce Fraud with a Multi-Layered Strategy

**Building a holistic strategy:** Tackling ecommerce fraud from multiple fronts with agile solutions
- Common types of fraud and differences between them
- How brands can be proactive and keep up with constantly changing attacks
- Modern technologies and strategies to strengthen security

**Reducing friction in the shopping experience:** How to tread the line between stopping fraud and impeding sales
- Set your strategy to meet your corporate objectives
- Learn from past threats and understand areas of weakness
- Focus on maximizing profitability, not eliminating all fraud chargebacks

**Future-proofing your approach:** Predictions for the future of ecommerce and online fraud
- New threats from payment methods rising in popularity and new digital data
- Implications of increased fraud during the holiday season
- Working with the right partners so you don’t have to do it alone

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1. Represented E-commerce fraud losses in season 2020-21, an 18% jump over last year, report link: https://digitalriver.com
2. WRapers.org - 9 in 10 merchants have lost revenue through payment fraud in the last year
3. The Evo Group: 9 in 10 merchants have lost revenue through payment fraud in the last year
4. The Evo Group: 9 in 10 merchants have lost revenue through payment fraud in the last year
5. Payment Fraud Tracker: 85% of online merchants experienced promotion and policy abuse in 2021
6. Payment Fraud Tracker: 85% of online merchants experienced promotion and policy abuse in 2021

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