

Do you have to choose between fraud protection and profit?





Squeezed from all sides

When we talk with leaders like you, we hear that you're getting squeezed from all sides.

Banks continue to be heavily scrutinized on various fees, creating a fee income hole they're scrambling to fill. In a tough economic environment, this puts a huge spotlight on other revenue drivers like interchange fees.

Your customers have more choice than ever when it comes to digital payment services. To stay at the top of their wallets, you must provide an experience that is simple and secure—across every single transaction.

And that's becoming more difficult as card-not-present (CNP) transactions keep rising, making them bigger targets for fraudsters who launch more sophisticated attacks every day.

Stolen card purchases via internet, phone, and mail-order are expected to surpass \$10 billion by 2024—accounting for 74 percent of all fraudulent card transactions.¹

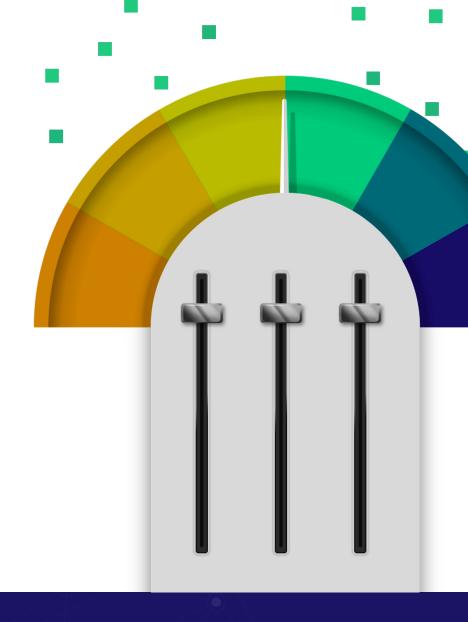
¹ Total Card Fraud Losses to Surpass \$12 Billion in 2022 as Fraud Continues to Shift Online, Insider Intelligence, Sep 13, 2022.

3DS is critical to battling fraud but not all solutions are alike

The 3D-Secure protocol is a critical weapon in the fight against CNP fraud. And many organizations rely on 3DS services that were bundled as part of broader payments solutions.

They often end up missing actual fraud and needlessly intervening in legitimate transactions.

To complicate matters, some banks choose to override these bundled risk engines with custom policies—essentially doing trial and error to address variance in intervention rates. But as conditions and protocol requirements change, these policies get stale fast, requiring constant updates and maintenance.





For example, dealing with excessive fraud can quickly overload your people. They have to answer more calls, manage more cases, and conduct lengthy investigations all of which increases the cost of doing business.

What about your customers? Many of them will switch to another card if they experience a rejection. And if you push too many away in a social-media world, it not only hurts your short-term profits—but your long-term reputation in the market.

All the lost revenue, fraud costs, and operational expenses could have a severe impact on your bottom line.



Here's the thing:

Just because the 3DS protocol is the same everywhere, that doesn't mean all 3DS ACS tools work in similar ways.

The reality? The results they can deliver are not remotely the same. Some check the box on protocol compliance, while others can actually help move your business forward.



What if you didn't have to choose between fraud prevention and your bottom line?

But how?

Working with Outseer

With Outseer, you can turn 3DS compliance into a business driver.



Catch more fraud with fewer interventions:

You'll be able to accurately predict risk for all transactions, so you can catch more fraud without excess interventions or false positives.



Tune your challenges for customer trust:

Then, when you challenge customers, you'll tune their experience in ways that remove unexpected friction and build trust, so you can facilitate more successful transactions—for you and them.



Stay ahead of evolving threats and regulatory dynamics:

You'll also be able to stay ahead of the necessary configuration changes needed to meet always evolving 3DS protocol, network, and regulatory requirements. That way, you'll always be in position to fight the latest fraud vectors as they appear.



Ready to take the next step? Visit us online to learn more: <u>www.outseer.com</u>

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