

# Promo Abuse

Customers are savvy. By creating a new account, they can take advantage of promos that would be unavailable to them as a return customer. But when customers continuously abuse promotions, your business suffers a direct financial loss. So how can you halt promotions abuse?

**\$500M**

in losses due to coupon fraud \*

**45%**

increase in coupon abuse in Q1 2018 vs Q1 2017 \*

**124%**

increase in coupon abuse in Q2 2018 vs Q2 2017 \*

## The Problem

Companies that cannot identify coupon or referral abusers end up with a mistaken understanding of their accounts ecosystem, difficulty understanding their customer base, and an inability to assess the impact of promotional campaigns. Most retailers are not equipped to protect against referral abuse, which leads to forced subsidizing of fake accounts and loss of revenue.

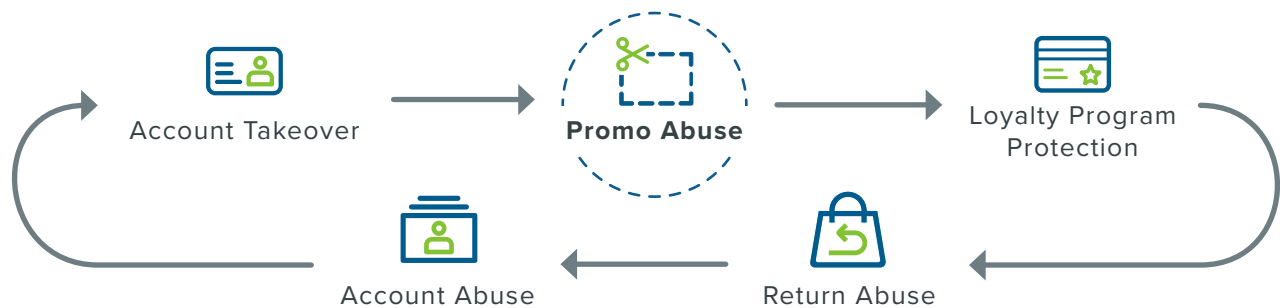
## The Solution

If a customer is exploiting coupons or setting up multiple accounts to benefit from a generous referral program, **Forter's** system will stop the abuse in real-time. By leveraging proprietary soft linking technology, we are able to uncover the hidden connections between accounts, even when a user has tried hard to conceal their identity. We connect the dots to block the loss.

## About Forter

Forter, the leading e-commerce fraud prevention solution, protects against abuse at every stage of the customer lifecycle, ensuring merchants can scale efficiently and securely without jeopardizing customer experience.

### An End-to-End Solution that Works



Reach out to [info@forter.com](mailto:info@forter.com) to learn how we can help stop promo abuse.