

# Loyalty Program Protection

Instilling brand loyalty through attractive loyalty programs is vital to building and maintaining dominance in the market. Unfortunately, these programs can be vulnerable to abuse and fraud. So how do you protect your loyalty program from bad actors?

## 56%

of consumers are concerned about loyalty program fraud<sup>1</sup>

## 11%

of fraud attacks occur on loyalty programs<sup>2</sup>

## 72%

of loyalty program managers have experienced fraud<sup>3</sup>

## The Problem

For a fraudster, loyalty points are effectively “free money.” Once a criminal has access to an account through account takeover (ATO), they can easily steal and monetize a customer’s loyalty points. Beyond the immediate loss, loyalty program fraud can ruin customer relationships. This loss of trust in the merchant can drastically reduce customer lifetime value and negatively impact brand loyalty.

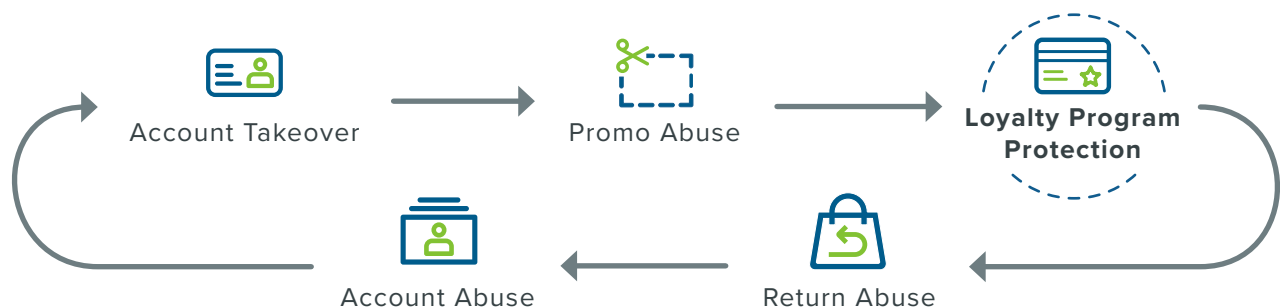
## The Solution

**Forter’s** fully automated system is constantly working behind the scenes to understand the merchant ecosystem and interpret which behaviors are typical and which are suspicious. Machine learning, combined with expert insight and research, allows us to stop fraud at every touchpoint along the customer journey. No more hacked accounts. No more fake accounts. No more lost customer trust.

## 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 protect your loyalty program.

<sup>1</sup>Maritz  
<sup>2</sup>Javelin Strategy & Research  
<sup>3</sup>Ipsos Public Affairs for Connexions Loyalty