FORTER®

Safeguard customer accounts

Build a comprehensive defense against account-based fraud

Through breached accounts, sophisticated fraudsters cause greater long-term revenue losses and reputational damage to enterprise merchants.

57%
of businesses reported increased losses from account-based fraud in 2020

16B
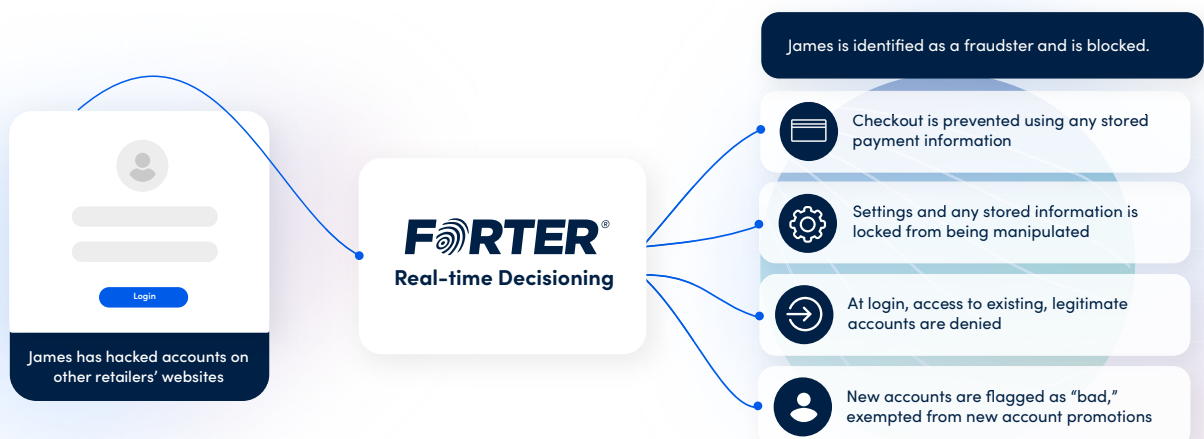records of sensitive information leaked since January 2019

$25.6B
transaction and account fraud losses are expected to reach $25.6 billion in 2020

Merchant challenges

- **Increased friction at registration and login:** Friction from security challenges during registrations or logins increases cart abandonment and customer drop off rates.

- **High costs of fraud and breached data to your account ecosystem:** Data breaches resulting in compromised accounts expose merchants to regulatory fines, high security overhead, and direct losses from related attacks.

- **Tarnished brand reputation lost trust:** When informed of account takeover attacks or data breaches, customers lose faith in the protection of their data, resulting in lost lifetime value.

- **Stifled business growth:** Launching new products including loyalty programs, omnichannel offerings, or new payment methods often pose risks to customer accounts.

Forter Account Protection Solution

Secure your customer accounts while providing seamless online experiences with Forter's precise, automated decisioning across the entire customer journey from registration, login, account settings, to checkout.

James has hacked accounts on other retailers' websites

Login

FORTER®
Real-time Decisioning

James is identified as a fraudster and is blocked.

Checkout is prevented using any stored payment information

Settings and any stored information is locked from being manipulated

At login, access to existing, legitimate accounts are denied

New accounts are flagged as "bad," exempted from new account promotions

"Our loyalty program allows us to thank our customers by rewarding them with better benefits and a better experience while also enabling us to stay ahead of the competition... Forter has helped us reduce loyalty program fraud by more than 60 percent while we build stronger relationships with our customers."

Doug Ferreira, VP of Financial Operations

Forter Account Protection Suite

✔ **Account takeovers**
Protect your customers and their accounts from being breached by opportunistic fraudsters.
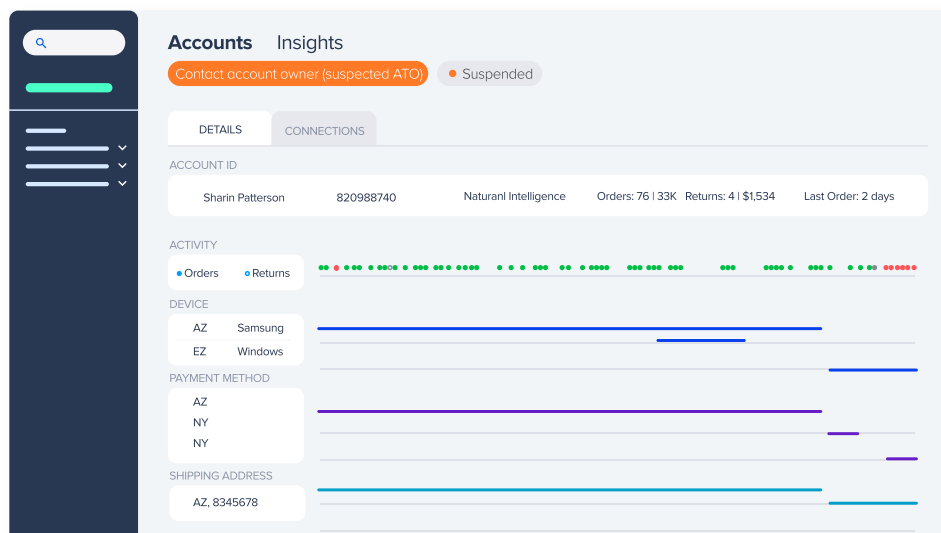
✔ **Account opening fraud and abuse**
Protect account registrations from a variety of threats like identity theft, fake accounts, signup abuse, and robotic activity.

✔ **Account sharing**
Prevent unauthorized credential sharing and software license violations.

✔ **Loyalty program protection**
Ensure your most valuable customers get the rewards they deserve. Without proper protection, they are easy targets for fraud and abuse.

Accounts Insights

Contact account owner (suspected ATO)   ● Suspended

DETAILS | CONNECTIONS

ACCOUNT ID

| Sharin Patterson | 820988740 | Naturanl Intelligence | Orders: 76 | 33K Returns: 4 | $1,534 | Last Order: 2 days |

ACTIVITY

● Orders   ● Returns

DEVICE

| AZ | Samsung |
| EZ | Windows |

PAYMENT METHOD

| AZ |
| NY |
| NY |

SHIPPING ADDRESS

| AZ, 8345678 |

Core capabilities

Proactively protect accounts across the customer journey. Protect 100% of the customer journey — from account opening to login, changing personal or financial information, and adding payment methods to the account. Stop instances of fraud and abuse with real-time approve/decline decisions.

Improve detection with identity linking. Forter's proprietary identity linking capabilities uncover hidden connections between digital identities (accounts, data, devices) to prevent sophisticated fraud and abuse against your customer accounts.

Seamlessly scale your business with automated fraud prevention. Reduce your operational overhead and easily scale with a fully automated fraud prevention platform. Minimize resources spent on lengthy fraud investigations and save your team's time and resources to focus on priority business initiatives.

Tailor your fraud and abuse platform to your customer account needs. In an ongoing partnership, your fraud prevention solution is continually tailored to your isk appetite, customer journey, account functionalities, and more.

Want to learn more?

Request a Live Demo