



# How to Build Resilient Fraud Management Strategies

Online businesses are once again facing disrupted consumer demand and purchasing behaviors, supply chain shortages, unchecked inflation, and global economic unrest. And as with any widespread economic uncertainty, fraudsters uncover opportunities to exploit blindspots, often driving fraud rates up across the board.

**But more fraud doesn't have to mean more losses.** This guide covers three Digital Trust & Safety strategies to equip risk teams with actionable ways to withstand economic turbulence. Discover how to effectively address unpredictable user behavior, outmaneuver changing fraud tactics, and ensure consumer safety—all while maintaining a positive return on investment and recouping revenue that would otherwise be lost to abuse.

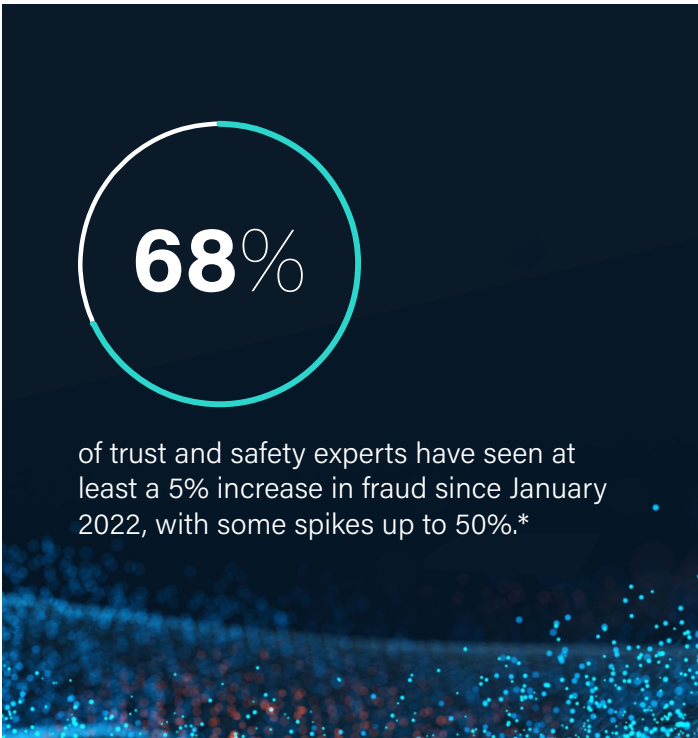
## Reducing fraud operations costs

During economic unrest, trust and safety teams face changing fraud patterns (such as increases in [first-party fraud](#)), and more scrutiny over acceptance rates. But there are ways to maximize your budget and resources through strategic prioritization. For example, refund policies are one lever to consider when faced with surging disputes, by setting limits on the number or value of refunds you process before turning to remediation methods.



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It may be tempting to rely solely on historical fraud data to make decisions about risk, but the most effective strategy for facing uncharted terrain is to combine new insights from legitimate and fraudulent transactions with historical data. This will help businesses monitor fraud while reducing the chances of disrupting trusted customers.



\*Sift surveyed trust and safety industry professionals from July-August, 2022.

26%

of trust and safety teams are experiencing economy-related resource or budget constraints.

45%

of trust and safety experts are re-evaluating what their businesses need to effectively fight evolving fraud in a changing economy.

## Planning for efficient resourcing

Businesses facing resource and budget constraints in response to a shifting economy must reduce manual efforts, automate processes, and maximize the use of existing tools. An unpredictable economy makes it tempting to block more transactions in reaction to changes in purchasing behavior. But with many analysts facing decision fatigue, the best solutions have features in place that take the fight out of fighting fraud. Reducing manual review and automating decisions sets teams up for success.



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## Streamline fraud management with Digital Trust & Safety

The Sift Digital Trust & Safety Platform empowers companies of every size to unlock new revenue without risk. Our cutting-edge platform dynamically prevents fraud and abuse with real-time machine learning that adapts based on our unrivaled global data network of 70B events per month. Global brands including Twitter, Wayfair, and DoorDash rely on Sift to catalyze growth and stop fraud before it starts.

Reach out to your Sift Customer Success Manager or contact us at [sales@sift.com](mailto:sales@sift.com) for support tailored to your unique business needs.