Digital Trust & Safety: Powerful, holistic fraud prevention for e-commerce

Consumers are turning to the online marketplace to make more day-to-day purchases than ever—and with social distancing measures in place, e-commerce growth has only accelerated. The challenge facing retailers and brands in the midst of this growth is providing the frictionless experience shoppers expect without opening the floodgates to chargebacks, lost inventory, and high manual review costs. What differentiates e-commerce leaders from merchants that are falling behind is the understanding that protection and growth don't have to be tradeoffs.

Seamless user experiences without risk

Features like one-click checkout, instant fulfillment, in-store pickup, and loyalty programs drive engagement—but they also create opportunities for fraudsters to exploit your business and your customers. By adopting a Digital Trust & Safety approach, you can stop fraud across multiple channels while keeping friction and manual review volume low.

Stop fraud losses proactively

Fraudsters using stolen credit cards for purchases and card testing leads to chargeback fees and lost inventory. In the wake of the pandemic, friendly fraud is also on the rise, adding an additional layer of complexity for fraud and risk teams to manage. Block fraudsters proactively before the point of transaction to prevent both chargeback fees and inventory shrinkage.

Streamline operations

Manual review is accurate, but it comes at a cost. Ensure that orders from trusted users are approved faster, and resources aren't wasted reviewing clear cases of fraud. Highly-accurate risk assessments are central to scaling your fraud operations—automate more actions, reduce manual review volume, and get more insight into your business.

Increase sales and conversion

E-commerce leaders are pushing the envelope by delivering customized user experiences that reduce friction, as well as offering new fulfillment options like in-store pickup. Unlock these growth opportunities without increasing risk exposure by adopting a holistic view of the customer journey and identifying legitimate users with pinpoint accuracy.

Protect user accounts

Fraudsters looking to cash out are targeting the financial value and personal information stored in user accounts and loyalty programs. Protect your users and your brand by defending against account takeover attacks and automatically surfacing suspicious sessions for additional levels of verification.

Digital Trust & Safety with Sift | Trusted by the world's leading brands, we're better together

Sift is the leader in Digital Trust & Safety. Powered by the most sophisticated, real-time machine learning technology and a global community of fraud fighters, we combine custom models with learnings from across our global network of over 34,000 sites to identify risk with unparalleled accuracy. Sift detects evolving fraud patterns automatically—enabling you to reduce losses and build trust with customers without the need to scale manual review efforts when user and transaction volumes grow.

Partner with Sift to manage this period of uncertainty and protect your company's growth.
Request a personalized Digital Trust & Safety Assessment at **sift.com/assessment**