

[Infographic] What merchants should know about e-commerce fraud

16 JUNE 2015

SUMMARY

Munich, 15. June 2015 - Every day fraud and identity theft threaten online businesses of all kinds. As an online business owner it is important to understand how fraud has evolved as well as the prevention measures you can take to prevent it. Therefore Paymill highlighted some alarming numbers regarding fraud and what merchants can do to help prevent fraudulent transactions:

Every day fraud and identity theft threaten online businesses of all kinds. As an online business owner it is important to understand how fraud has evolved as well as the prevention measures you can take to prevent it.

In many cases, fraud can be prevented with human intervention in combination with technology. One common way is by integrating 3-D secure into checkout, which is a security protocol that helps ensure the customer is actually the credit card holder. Therefore Paymill highlighted some alarming numbers regarding fraud and what merchants can do to help prevent fraudulent transactions:

By following the three easy steps explained above you'll be able to reduce fraudulent transactions and save your business from having to pay costly chargeback fees. However please bear in mind that these prevention measures will help you prevent fraudulent activities but it does not guarantee that your online shop will be 100% fraud-free.

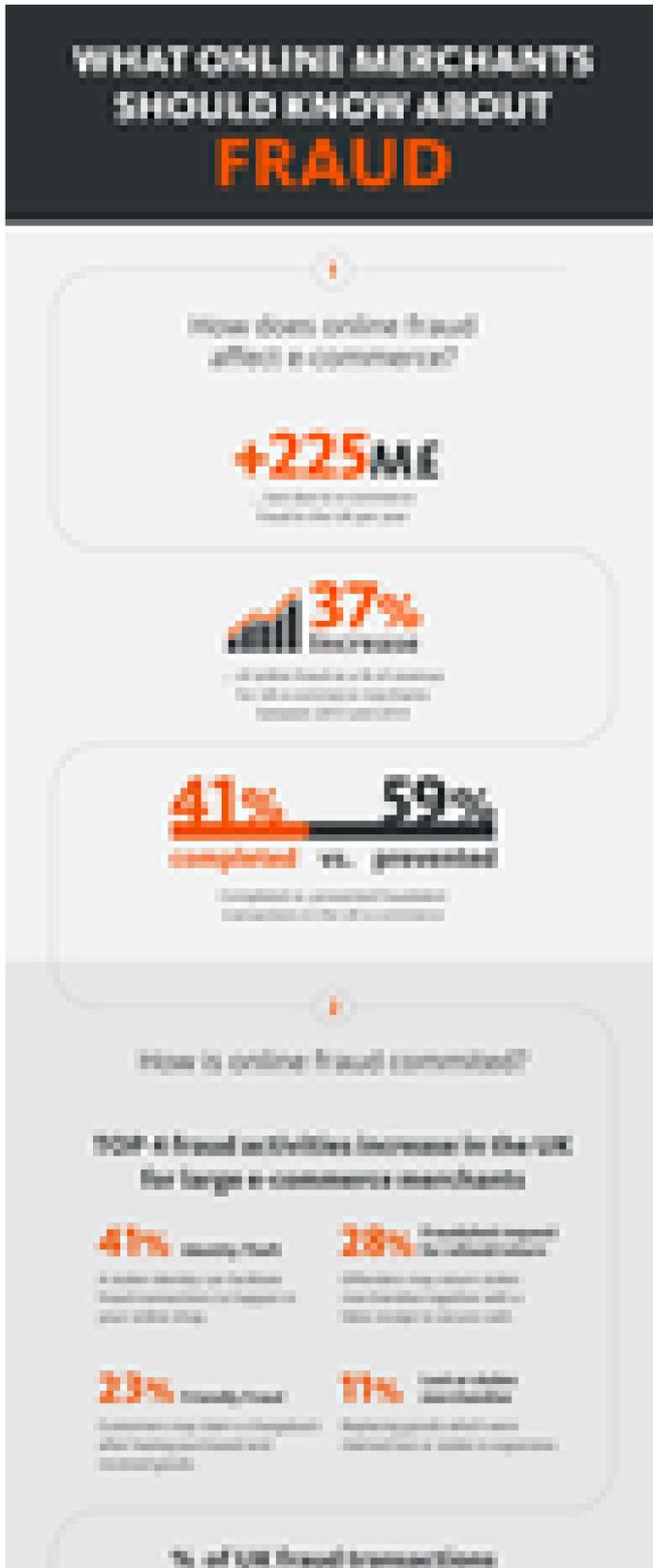
About Paymill

Paymill's developer friendly REST API lets you accept credit and debit card payments, PayPal and others directly in your website and mobile application. Available across Europe, online businesses are able to accept online payments globally, enabling them to scale internationally from the get-go. The API gives full control of the checkout and can be used as a payment gateway. Thus you can deliver a user experience optimized for higher conversions. And with heavy-duty security measures already built-in – you can rest easy knowing your data secured.

Further information at www.paymill.com



IMAGES



attributed to payment methods

65%
Credit Card

18%
Debit Card

17%
Other Payment Methods

How can I help prevent fraud?

Follow these

3 EASY STEPS:

Fraud Checks

Be diligent and vigilant during sales

- Always verify credit, check ratings and reviews
- Never share money for the sale
- Address to confirm your phone number
- Handle any money by the same method

3D Secure

Be diligent by using 3D Secure

- Use 3D Secure with credit and debit cards
- Ask the customer to confirm their identity
- Ask for card number, expiration date, and PIN
- Verify the card is ready for use

Verify Orders

Be diligent by verifying orders

- Call the seller to confirm the order
- Verify the shipping address and phone number
- Verify the seller's identity
- Verify the seller's contact information
- Verify the seller's return policy
- Verify the seller's shipping and handling fees

PAYMALL
The Marketplace for Collectible Cars

SPOKESPERSON



Karolin Hewelt
 AGENDA/PR DIRECTOR
 karolin.hewelt@rckt.com
 @ karolin_hewelt
 K_Welten