Experian
Decision Analytics

Upping the Game: As customer convenience demands rise, so does the digital assault against merchants. According to recent studies, the personal information of nearly half of all American adults (110 million) has been compromised. Identities, credit cards and passwords are traded, bought and sold as commodities in underground forums, opening the door to malicious use by fraudsters.

"After researching various alternatives available for a specialised fraud detection and prevention solution, we found that 41st parameter has proprietary technologies not available from their competitors."

Vice President, Fraud Prevention – 41st Parameter Customer

Challenge

The challenge for merchants is to immediately recognise profitable customers from impersonating fraudsters without disrupting the shopping experience.

The market is also a consideration, as fraudsters will blend in even more effortlessly in a growing and multi-channel environment. Global online sales are estimated to grow by 20% this year. As online sales continue to grow so do consumers expectations for convenience - over half want to make a purchase within an hour of conducting research on their smartphone and 62% of consumers want to purchase online and return in store. What's more, mobile commerce has grown by 35%. The constantly connected consumer demands seamless and simple shopping across multiple channels and devices - 67% percent of online shoppers use multiple devices when researching and ultimately purchasing either online or in-store.

Data bought and sold in the underground forum

Online sales increasing by 20% accross multiple devices

20%

How do you distinguish a customer from a fraudster?

FraudNet technology

FraudNet combines the power and accuracy of transparent device intelligence and recognition, with a sophisticated and configurable risk engine, to give fraud investigators robust tools to effectively prevent fraudulent activity.

Our rule strategies have been designed and field-tested in some of the largest e-commerce sites around the world.

FraudNet also includes a powerful case management interface that allows investigators to fully research and link seemingly unrelated events. This capability has a multiplying effect on the ability to detect fraud because the residue left by fraudsters across different transactions or accounts can be linked together for precise detection of fraud rings.

	Before 41st Parameter FraudNet	After deploying 41st Parameter Fraudnet
Transactions/Day	30,000	120,000
Annual Revenue	$750M	$4.6Bn
Review Rate	5%	1.5%
Fraud Investigators (peak / non peak)	70 / 45	24 / 19
Merchants	50	120
Fraud Rate	.30%	.06-.10%

About 41st Parameter

41st Parameter, a part of Experian, is the global leader in device recognition and intelligence. The company combines patented technologies and years of expertise to identify devices without cookies, without compromising privacy and without impacting performance.

About Experian Decision Analytics

Experian Decision Analytics enables organisations to make analytics-based customer decisions that support their strategic goals, so they can achieve and sustain significant growth and profitability. Through our unique combination of consumer and business information, analytics, decisions, and execution, we help clients to optimise customer value and actively manage it over time.

Experian collaborates closely with clients to identify what matters most about their business and customers, then create and implement analytics-based decisions to manage their strategies. Experian enables organisations to realise increased revenue, controlled risk, enhanced operational efficiency, and superior compliance for competitive advantage.