Protecting Accounts and Reward Redemptions in Loyalty Programs

Jonathan Hsieh, Senior Product Marketing Manager
2019 Fall Conference | October 29, 2019 | Tampa, FL
Loyalty Points Have Become A New Currency for Fraudsters

According to Forter’s 2019 Fraud Attack Index

1. Loyalty program fraud increased by 89% over the last year

2. Fraud attacks generally have grown by over 12% in dollar value
Forter’s Fraud Prevention Solution

Real-time decisions at any touchpoint

- Approve
- Decline
- Multi-Factor Authentication

- Login
- Registration
- Updates User Information
- Reward Redemption
- Account Merging
- Points Transfer
- Adds New User Information

LFPA Fall Conference #LoyaltyFraud
The Power of Forter’s Network

- 160M Unique Customers
  - In the US
- 310M Unique Customers
  - Globally
- 191M Unique Customers
  - In the US
- 555M Unique Customers
  - Globally

Account Creation

Account Info Update

Add Coupon Code

Add to Cart

Login

Purchase

LFPA Fall Conference #LoyaltyFraud
Thank You!