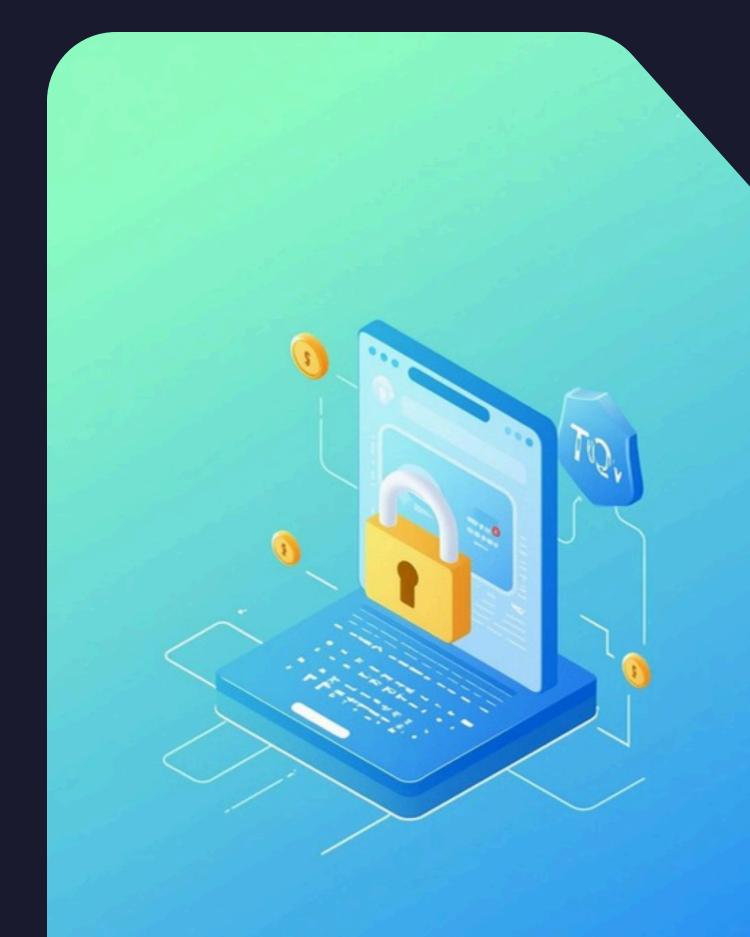


# E-Commerce Fraud Prevention

By INDGLOBALDIGITAL PVT LTD





# Introduction to E-Commerce Fraud

Understanding Fraudulent Transactions in Online Shopping

Unauthorized purchases, payment fraud, identity theft



### Common Types of E-Commerce Fraud

- Stolen Credit / Debit Card Transactions Fraudsters use stolen card details to make purchases; later, when the real cardholder disputes, the business loses product cost, shipping, and processing fees.
   Bangalore Software Solutions
- Chargeback Fraud ("Friendly Fraud") Customer receives product but later claims it was never ordered or never received leading to a chargeback. This can severely impact profit margins and merchant standing. <u>Bangalore Software Solutions</u>
- Account Takeover (ATO) Hackers gain access to customer accounts (via stolen credentials or phishing), exploiting saved payment info or placing orders without authorization. <u>Bangalore Software</u>
   <u>Solutions+1</u>
- Promo-Code / Discount Abuse Users exploit welcome coupons, referral bonuses, or first-time discounts by creating multiple fake accounts, leading to revenue leakage – especially during sales or launch events.

#### Proactive Fraud Prevention

#### Safeguarding Your Business and Customers

Implementing proactive fraud prevention measures significantly reduces **financial losses** and enhances customer trust, ensuring a secure online shopping experience and maintaining your brand's reputation in a competitive market.

Read More



Adopt a layered security model



Use automated & real-time fraud detection



Set thresholds & velocity rules



Enforce strict refund/returns policy with chec



Maintain detailed logs & records for chargeled defence

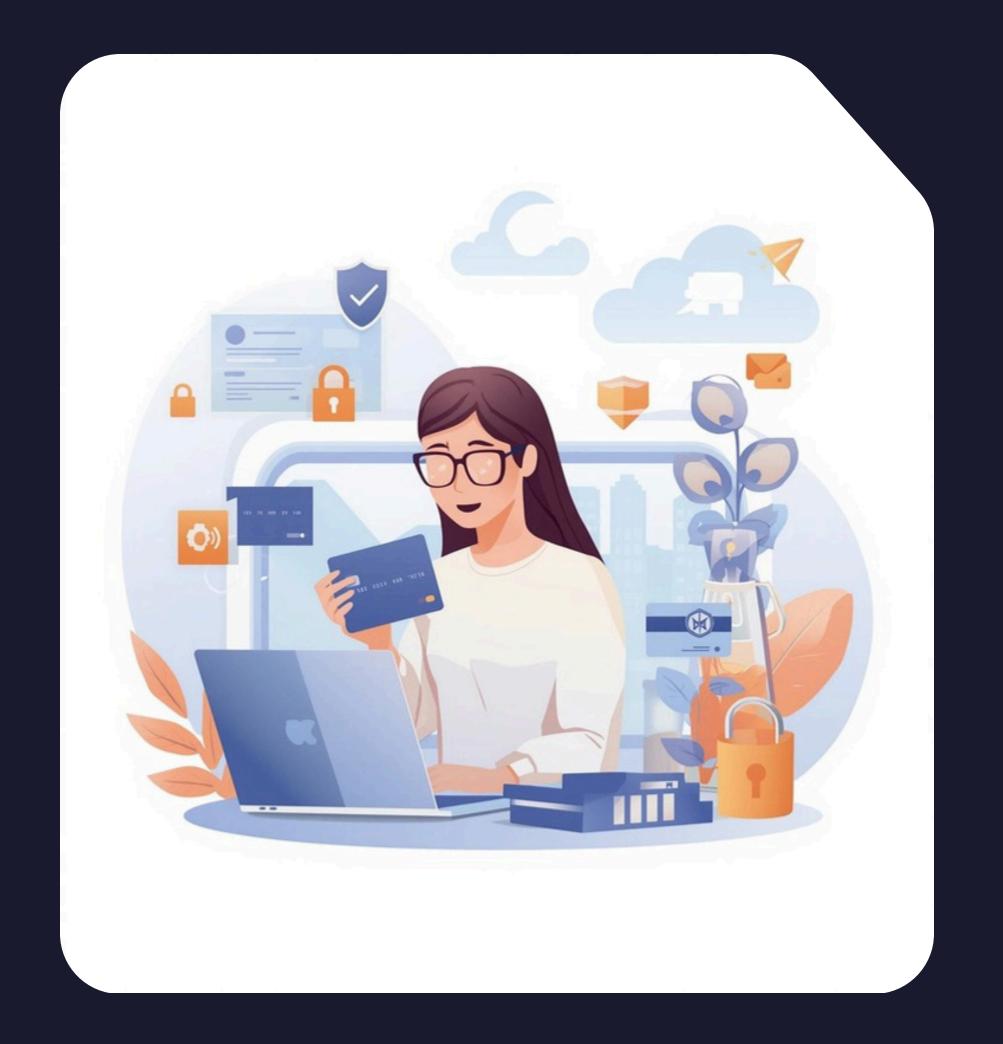


Train your staff / operations team

#### Action

Start implementing robust fraud prevention measures today to build customer trust. Focus on security, utilize advanced tools, and educate customers to safeguard your e-commerce business from fraud threats.

**Build secure online store** 



## Contact Us for Expert Consultation

**Email** 

info@indglobal.in

Website

https://indglobal.in

Phone

974-111-7750