

# E-Commerce Fraud Prevention

By

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# 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.  
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- 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. Bangalore Software Solutions
- Account Takeover (ATO) – Hackers gain access to customer accounts (via stolen credentials or phishing), exploiting saved payment info or placing orders without authorization. Bangalore Software Solutions+1
- 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

er



Set thresholds & velocity rules



Enforce strict refund/returns policy with checks



Maintain detailed logs & records for chargeback 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

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