

2015

CYBER MONDAY & E-COMMERCE

FRAUD FORECAST

Average online spending per person during 2015 holiday shopping season<sup>1</sup>



42%



Percent of consumer transactions initiated from a mobile device<sup>2</sup>

FRAUDULENT TRANSACTION GROWTH ACROSS CHANNELS<sup>3</sup>

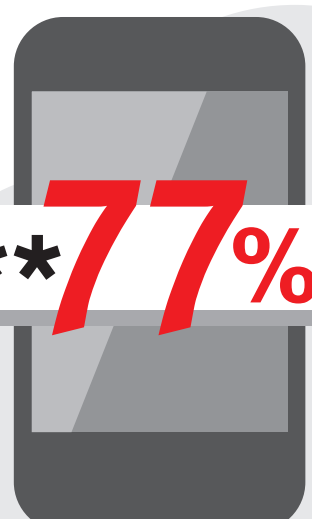


Increase in Web-based fraud

Total cost to U.S. organizations from Web and mobile fraud transactions by 2018<sup>4</sup>



\*\*\*77%\*\*



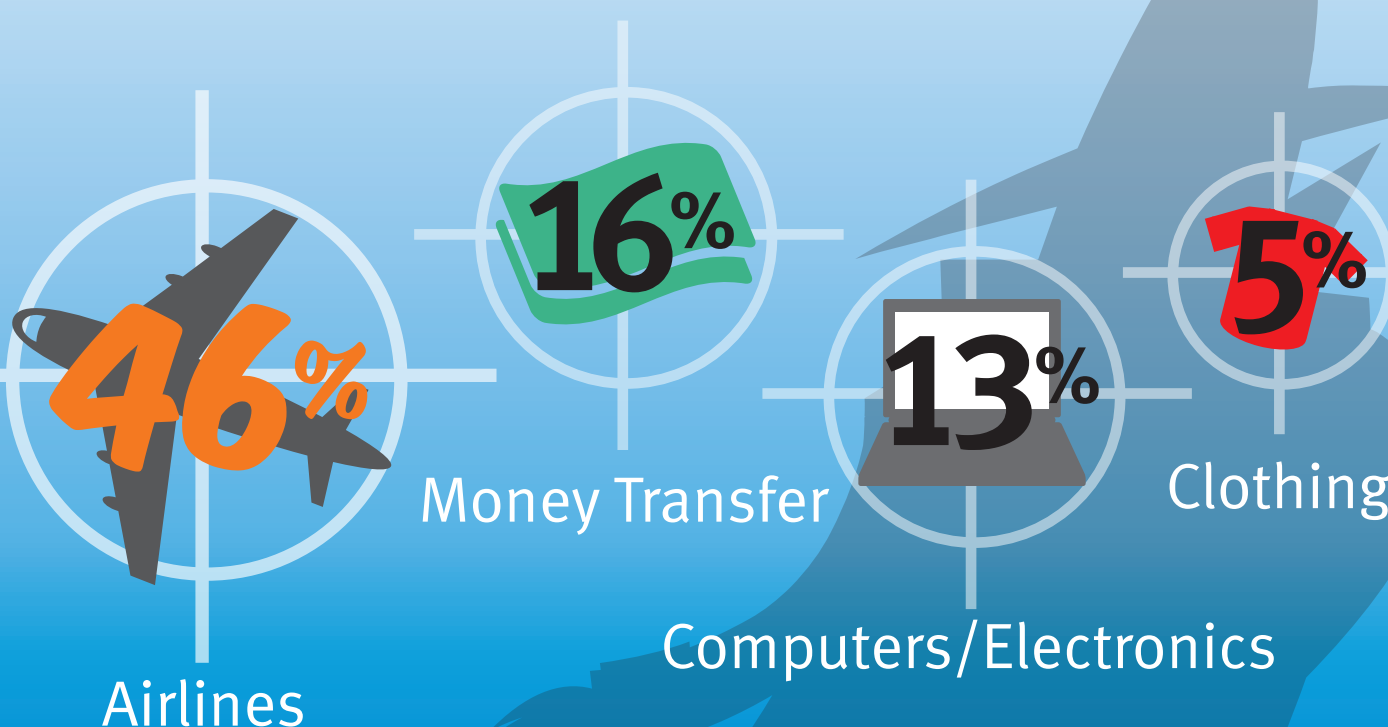
Percent of organizations still using password-only authentication for mobile users<sup>5</sup>

Average e-commerce fraud detection rates from RSA Adaptive Authentication for eCommerce<sup>6</sup>



HOW DO FRAUDSTERS SPEND YOUR MONEY?<sup>7</sup>

Top Retail Categories Targeted by E-Commerce Fraud



RSA

1 National Retail Federation
2 RSA Anti-Fraud Command Center
3 RSA Anti-Fraud Command Center
4 Aite Group, 'Card-Not-Present Fraud in a Post-EMV Environment'
5 J. Gold & Associates, 'Mobile E-Commerce Friend or Foe: A Cyber Security Study'
6 RSA Adaptive Authentication for eCommerce customer testimonials
7 RSA Fraud Report, 'Bring on Cyber Monday: E-Commerce Merchants and Fraud'