Finding the source of fraud takes too long

What security threats are most detrimental to e-commerce businesses?

Most Distressing Impact of Cyber Attacks

- Loss of customer data: 75%
- Unexpected downtime: 68%
- Fraud losses from illegitimate purchases: 50%
- Loss of customer data: 73%
- Fraudulent payments: 52%
- DDoS attacks: 44%
- New account fraud: 28%
- Business logic/promotions abuse: 20%

Fraud Detection is a Challenge

- 38% of retailers state it is a challenge to detect fraud across Web and mobile applications.

Fraud & Cyber Attacks for Retailers

- 44% of retailers state fraud losses from illegitimate purchases is a challenge.
- 28% state DDoS attacks as a challenge.
- 20% state new account fraud as a challenge.
- 18% state business logic/promotions abuse as a challenge.

Behavior Analytics is New Territory for Fraud Detection

- 83% of retailers are not familiar with the use of behavior analytics to detect and investigate fraud occurring on their website.
- 83% of retailers cite fraud losses from their e-commerce business as highly significant in 2015.

FRAUD DETECTION

- 1 in 4 retailers cite fraud losses from their e-commerce business as highly significant in 2015.

RSA Web Threat Detection leverages behavioral analytics to help organizations transform how they detect and investigate digital fraud across their Web and mobile applications. To learn more or request a demo, visit www.rsa.com.