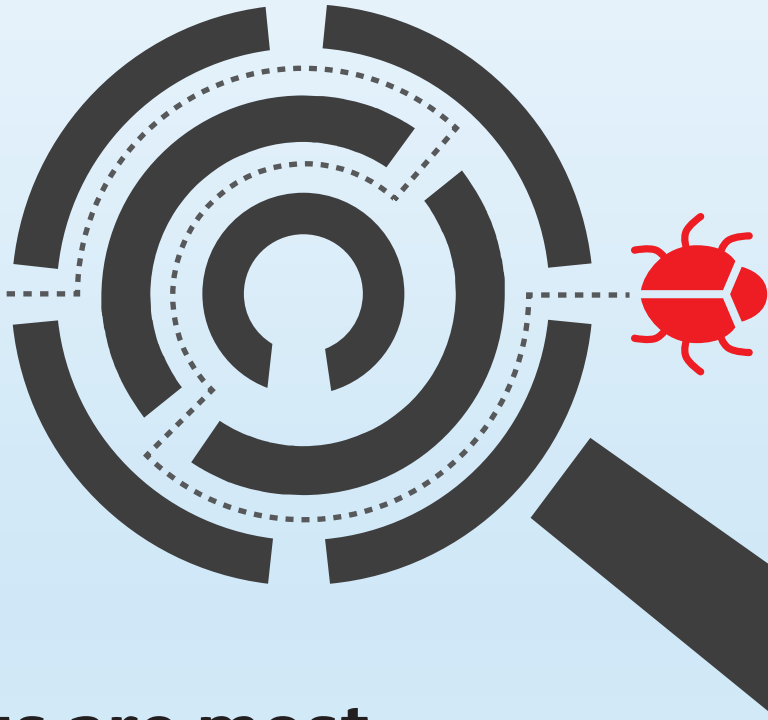


# THE IMPACT OF FRAUD & CYBER ATTACKS FOR RETAILERS

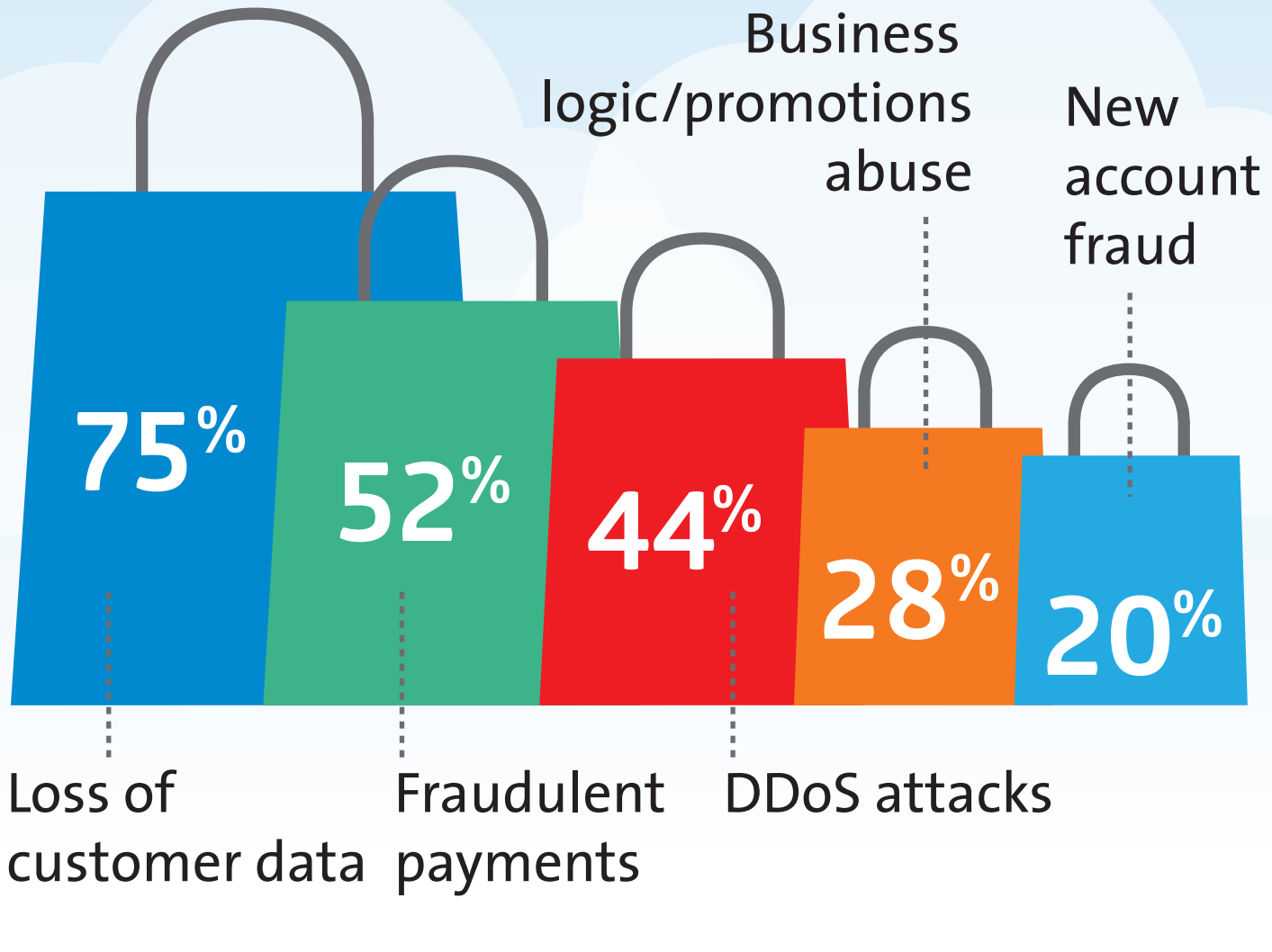
## Fraud Detection is a Challenge

**38%**

of retailers state it is a challenge to detect fraud and suspicious activity across Web and mobile applications

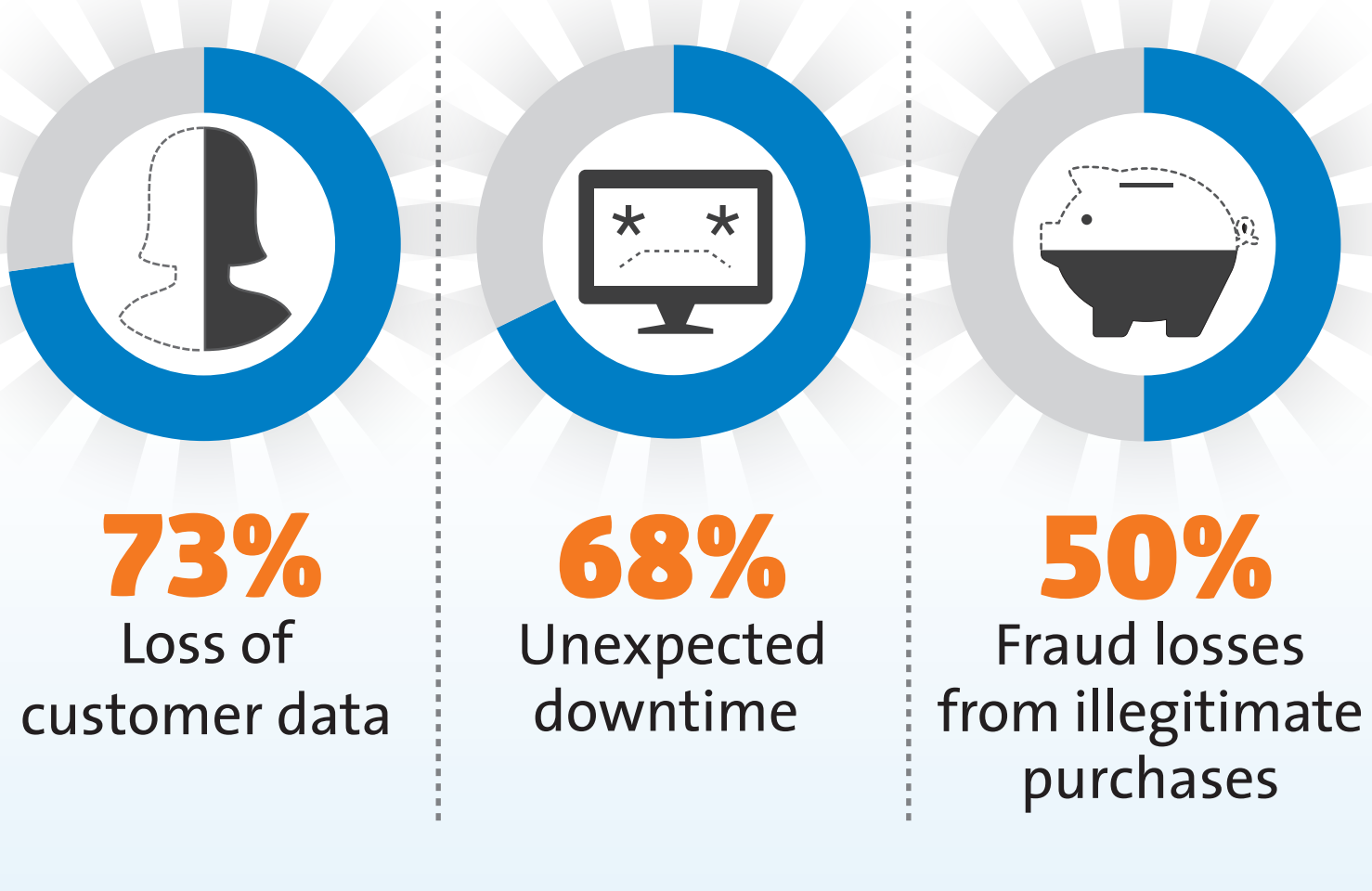


## What security threats are most detrimental to e-commerce businesses?

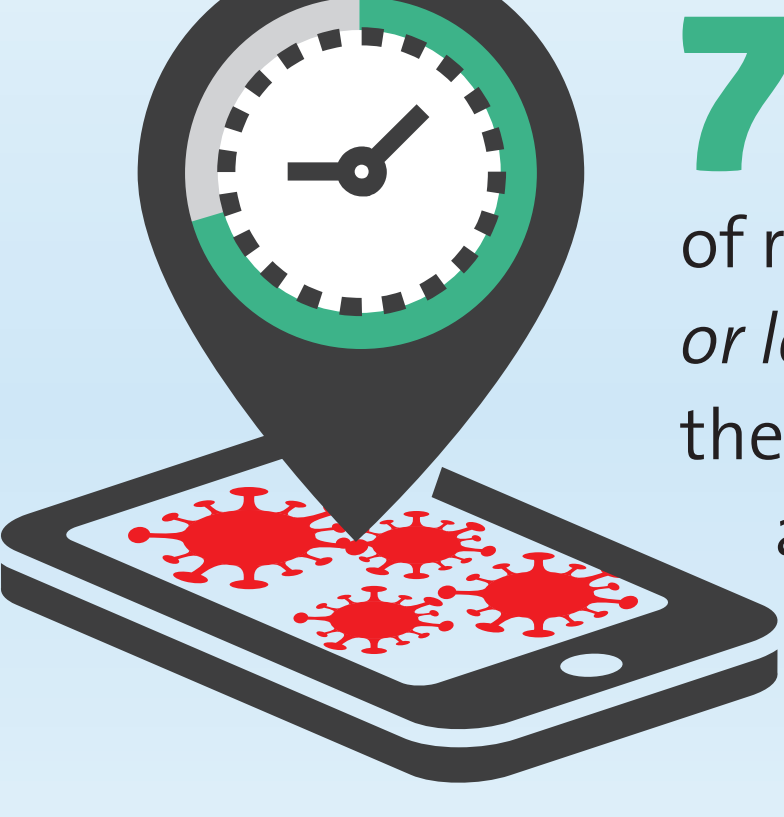


## Most Distressing Impact of Cyber Attacks

### TOP 3 CONCERNS



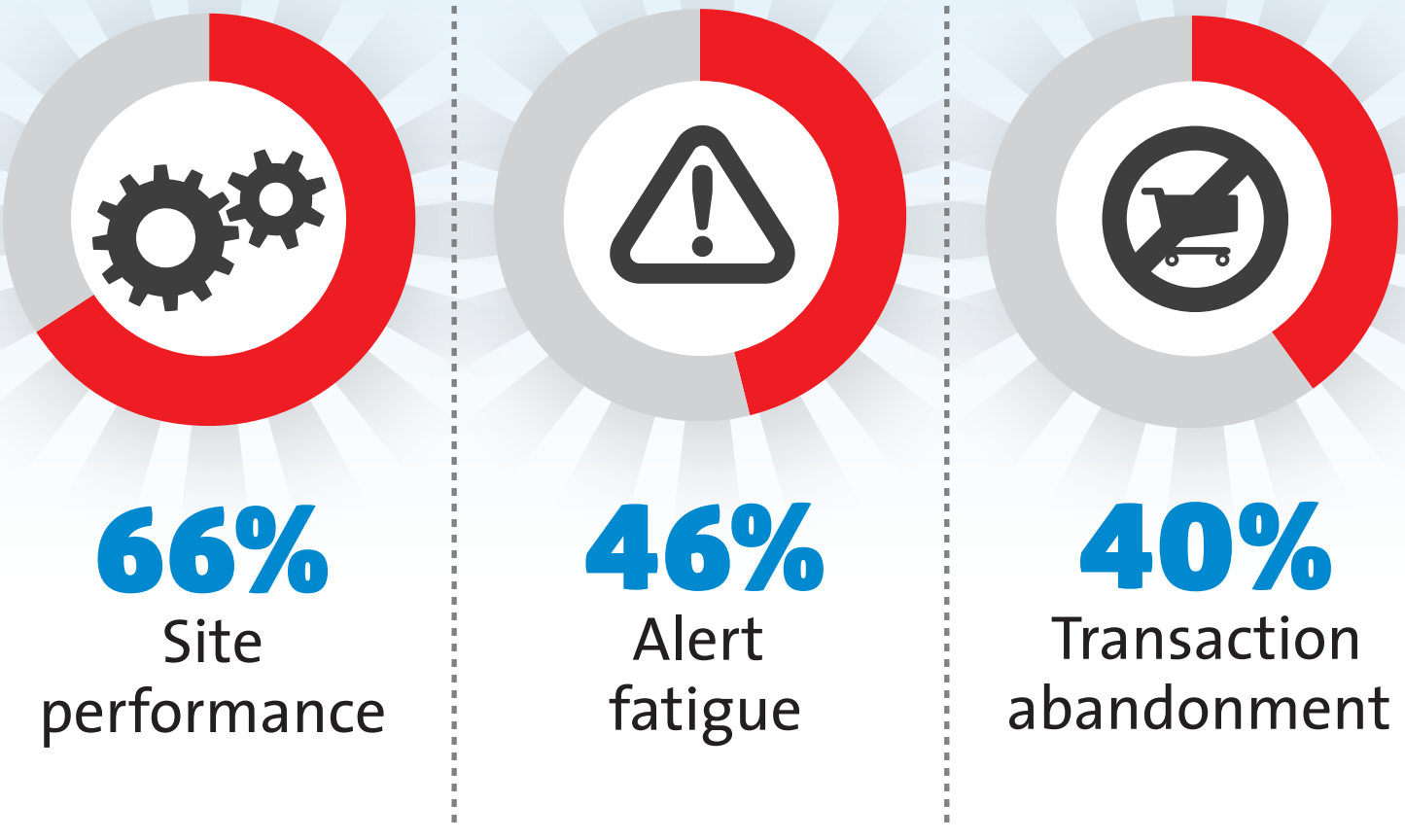
## FINDING THE SOURCE OF FRAUD TAKES TOO LONG



**70%**

of retailers take days – or longer – to investigate the origin of fraudulent activity on their website

## Top Concerns for Adding More Security



## FRAUD INVESTIGATION BIG JOB, SMALL TEAM

**83%**

of retailers state their online fraud investigation team has less than 10 full time employees



**1 in 4**

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

## 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



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](http://www.rsa.com).

