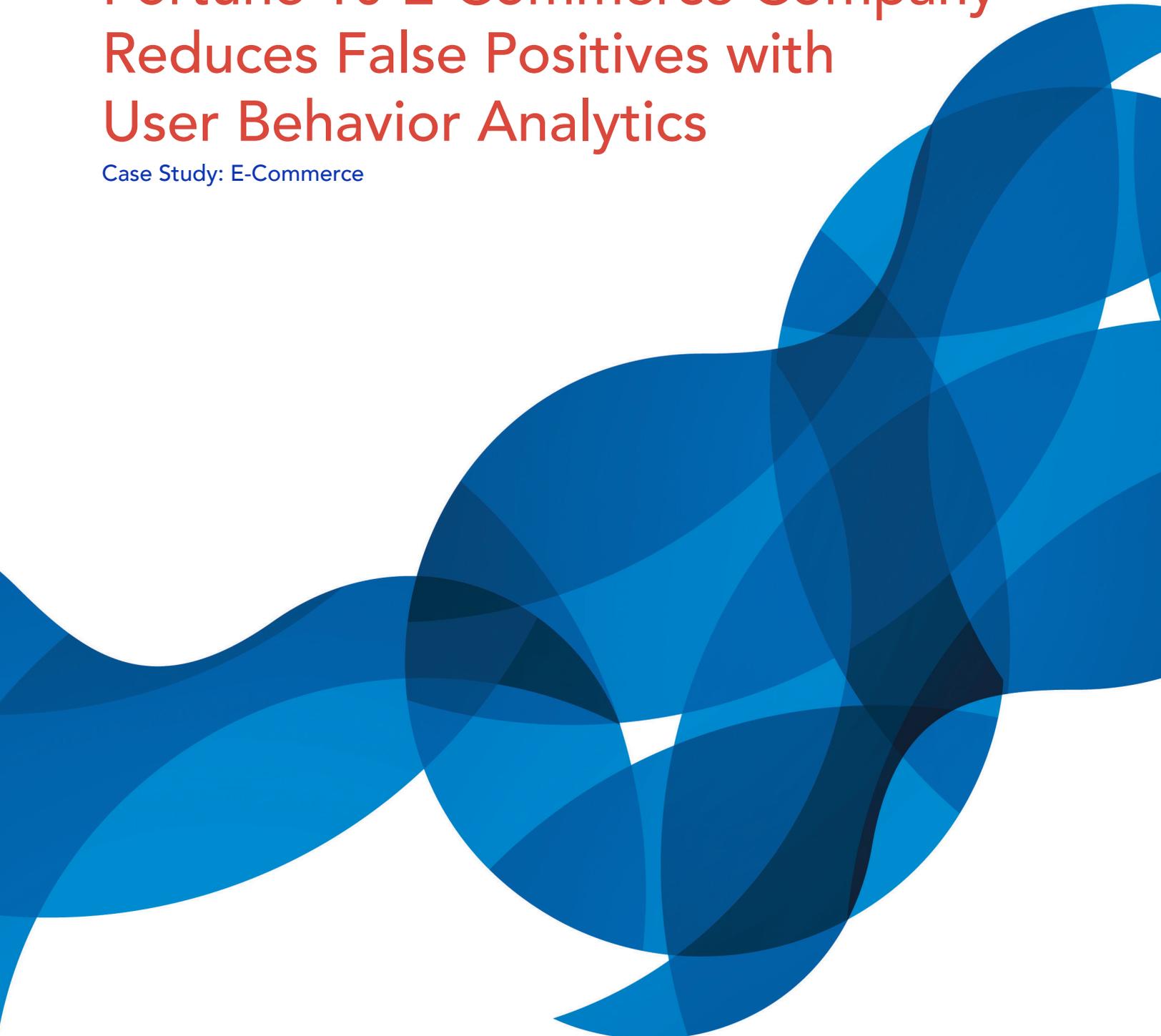


# Fortune 10 E-Commerce Company Reduces False Positives with User Behavior Analytics

Case Study: E-Commerce



# Fortune 10 E-commerce Company Improves User Experience with User Behavior Analytics

## Executive Summary

A global leader and a Fortune 10 E-commerce company needed more accurate fraud decisions. The frenetically growing fraud review team was overwhelmed with manual review requests for potentially fraudulent transactions, creating an excessive workload and increasing overhead costs. Seeking more accurate fraud decisions, the client engaged NuData Security to leverage their User Behavioral Biometrics to verify trusted customers. With accurate and trusted verification of Users, the Client:

- Reduced manual reviews by 30%
- Reduced false-positive decisions by 60%
- Verified 99% of users behave non-fraudulently

## Challenges

Our Client had the majority of their online fraud under control by means of an excessively large but sophisticated manual review team. Excessive volumes of transactions were being subjected to manual reviews, which slowed order fulfillment time, caused false-positive fraud decisions and an increased reliance on an over-extended fraud review team. Customers would express frustration that orders would be unexpectedly declined, after they'd pressed "buy", and confused as to the delay, resulting in lost sales.

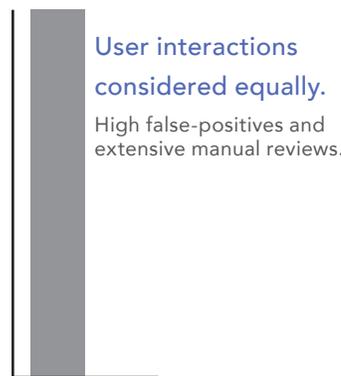
## Solution

NuDetect was implemented to give a "trust score" to each User each time they made a purchase. Users with high levels of trust would be less likely to have their purchases reviewed or flagged as fraud.

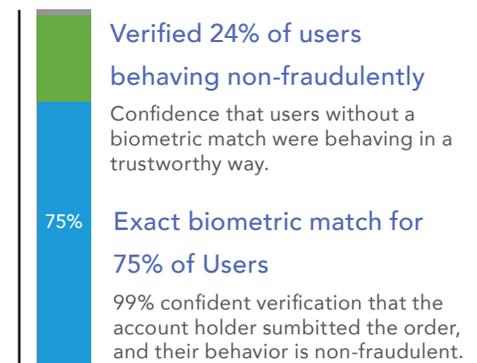
NuDetect layers complementary technologies to create a trust score with unparalleled accuracy.

In total, 99% of all Users were positively verified by NuDetect. The Client used this intelligence to make more accurate fraud decisions, leading to 60% fewer false-positives and a 30% decrease in manual reviews.

### Without User Behavior Analytics



### With User Behavior Analytics



Understanding that 99% of Users are acting in a non-fraudulent way meant that 99% of Users gained a consistently good user experience.

## Results

99%

Users Verified  
by Behavior

30%

Manual Review  
Reduction

60%

False Positive  
Reduction

“Innovation in fraud prediction methods is imperative because thieves are increasingly circumventing old techniques.”

Avivah Litan. VP and Distinguished Analyst for Gartner.  
“Gartner, Magic Quadrant for Web Fraud Detection”

## Integrated Technologies for Unparalleled Accuracy

NuDetect is powered by tightly integrated fraud technologies.

### DeviceID

Know the device. Is the User really logging on with an iPhone or is this a sophisticated attack posing as a new devices.

### Behavioral Biometrics

Know the user. Does your customer’s behavioral biometric profile confirm their identity or has somebody stolen their password and taking over their identity?

### Behavioral Analysis

Know the behavior. Is your customer behaving as usual, or showing signs of malware or fraud scam?

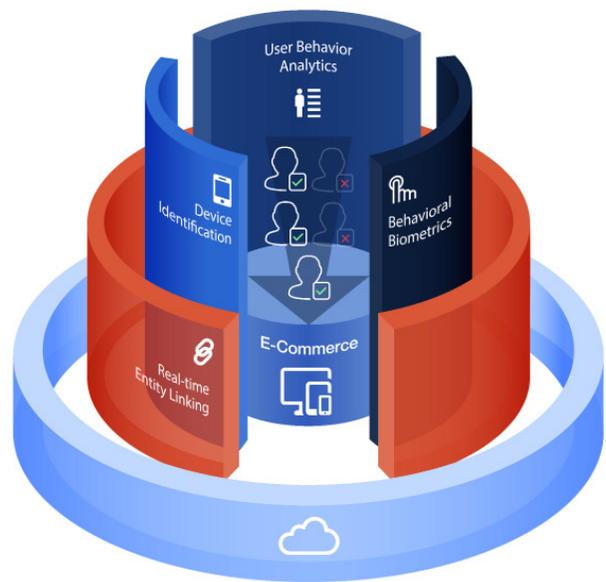
## Beat Fraud Earlier with Machine Learning

NuDetect is always predicting, detecting, learning and protecting in real-time, making accurate decisions about new threats and verifying good users. Machine learning means the accuracy of your decisions never stops improving.

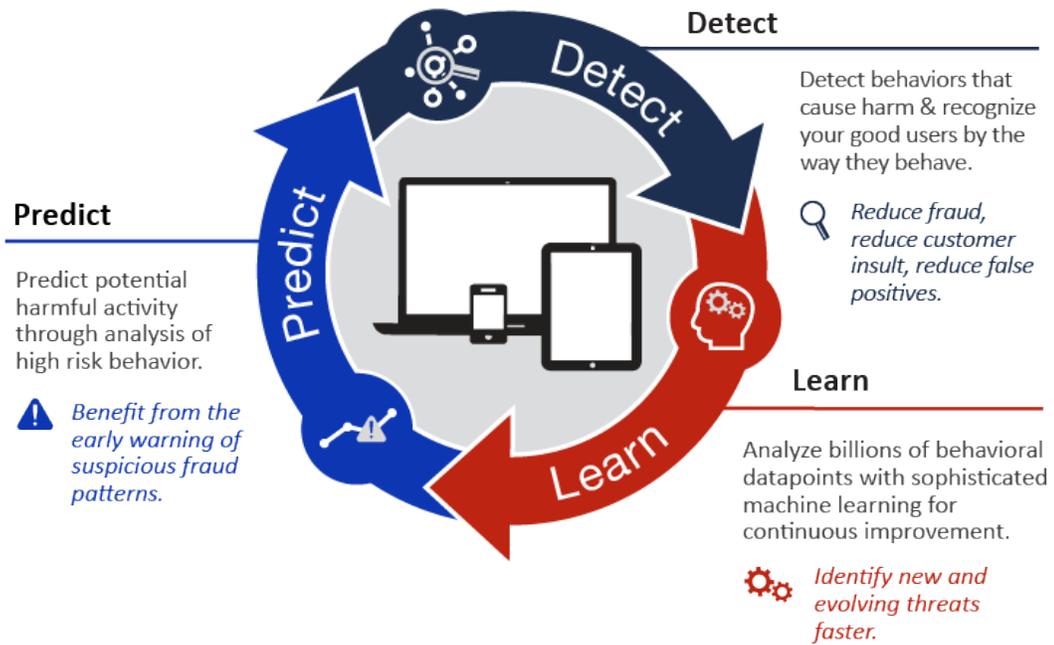
18 Billion  
Behavioral Events  
Monitored Annually

3.4 Billion  
Behavioral Profiles

100%  
Realtime



# Learn how to prevent more fraud



## Analyst Recommended

"Continually monitor and analyze user behavior, as soon as a relationship with an individual begins until it ends."

Gartner, Magic Quadrant for Web Fraud Detection, Avivah Litan & Peter Firstbrook

"NuData has some demanding, mega-online e-commerce brands processing billions of transactions per month, using its solutions to detect fraud and abuse."

Gartner, Magic Quadrant for Web Fraud Detection, Avivah Litan & Peter Firstbrook



## Client Testimonials

"Within the first week, NuDetect discovered an exploit that had already cost us over \$100,000."

An international digital goods firm

"We rely on NuData to protect us from fraudulent activity but we see as much value from the trust NuDetect establishes between us and our user community."

A global technology company



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