



# Preventing payment fraud

Month XX | Presented by: Speaker Name

# Payment fraud is a global industry

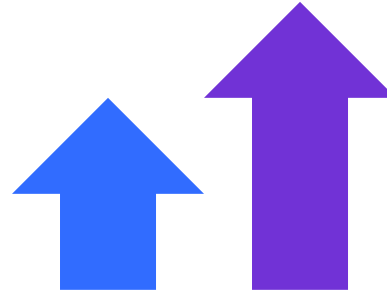


MOST PROFITABLE COMPANIES WORLDWIDE		
RANK		PROFITS
1	أرامكو السعودية saudi aramco	\$105B
2	Apple	\$95B
3	BERKSHIRE HATHAWAY INC.	\$90B
4	Alphabet	\$76B
5	Microsoft	\$61B
6	ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	\$54B
7	JPMORGAN CHASE & CO.	\$48B
8	2023 Global Payment Fraud	\$48B
9	中国建设银行 China Construction Bank	\$47B
10	Meta	\$39B

# The business of fraud is booming

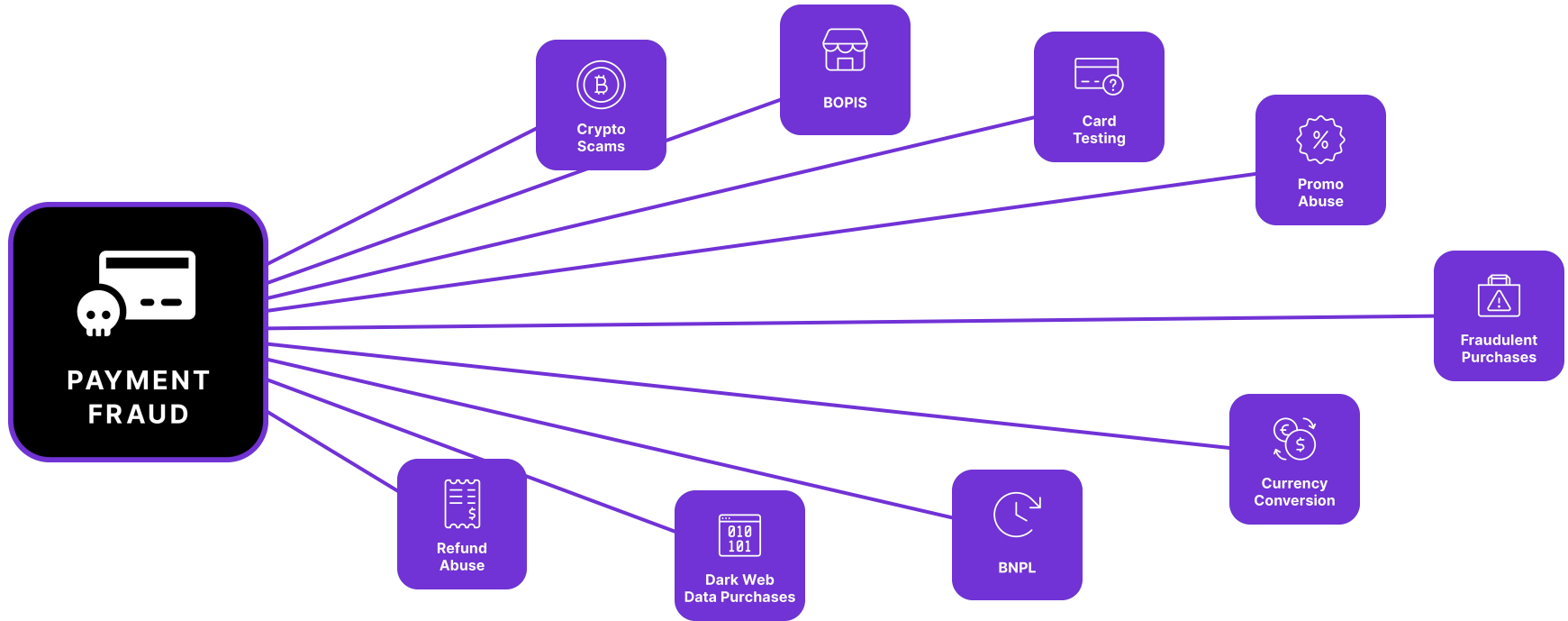


E-commerce is  
growing. **Fast.**

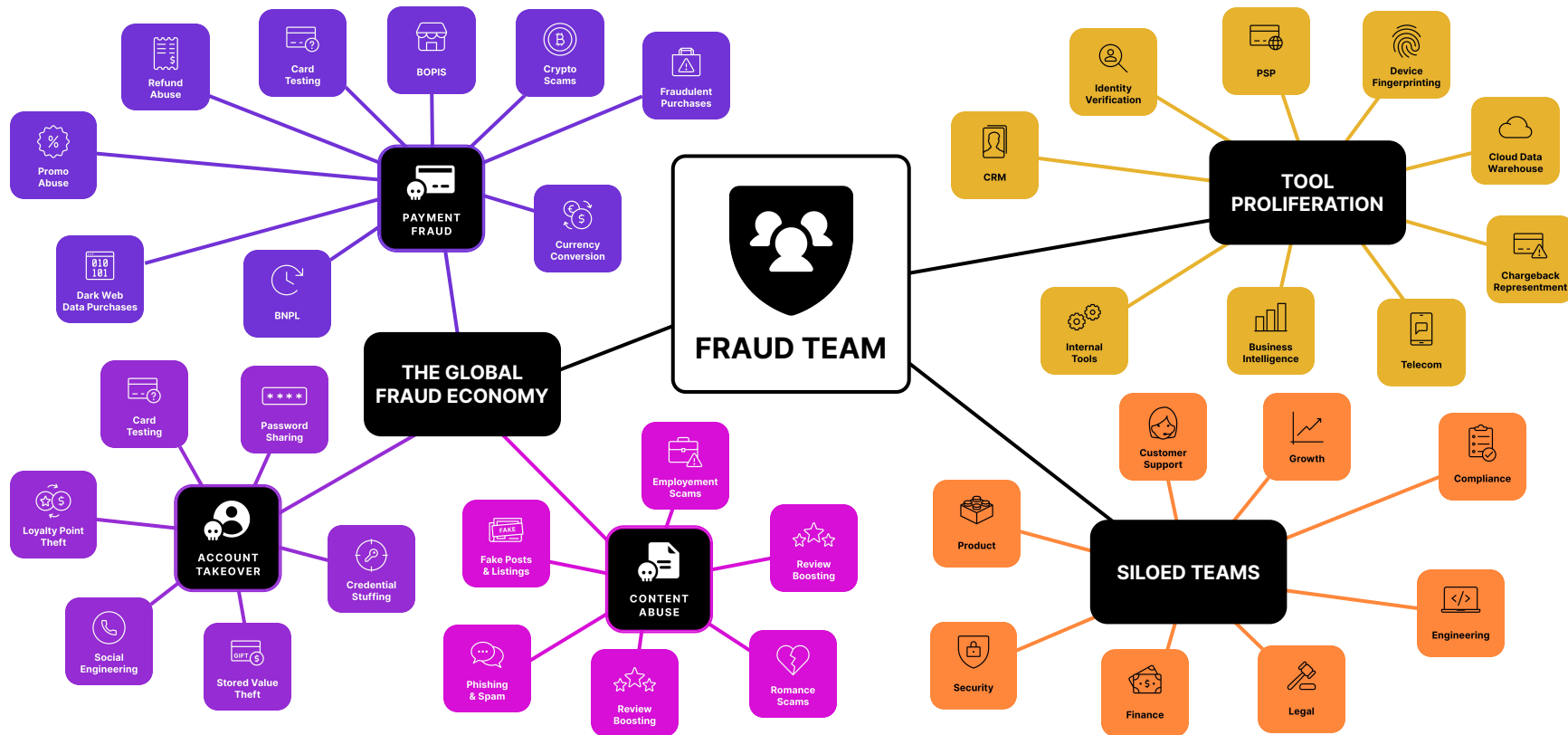


Payment fraud is  
growing **1.5X** faster

# And it's becoming more complex

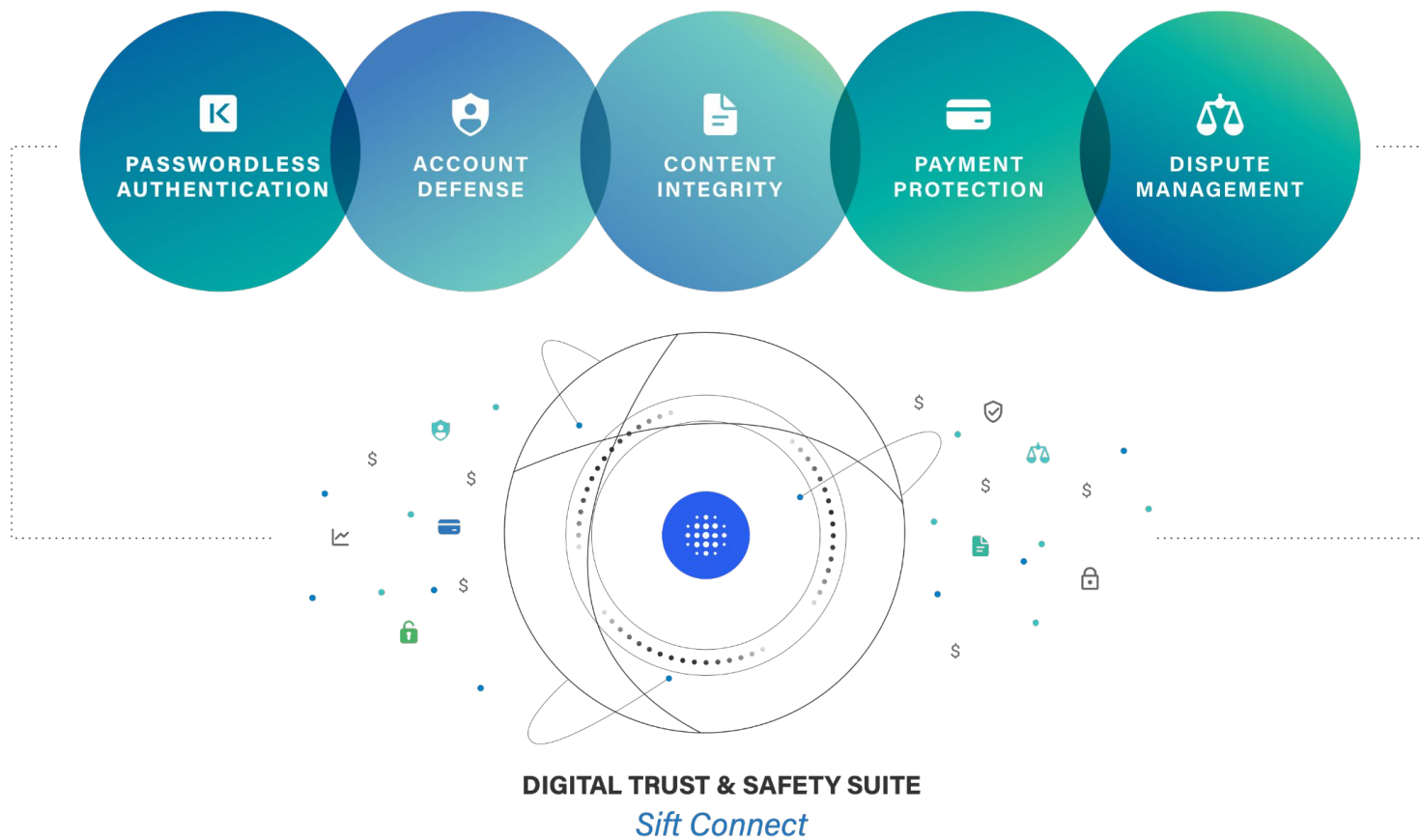


# Companies are fighting more than just fraud



# Payment fraud is the growth killer







# Stop fraud losses



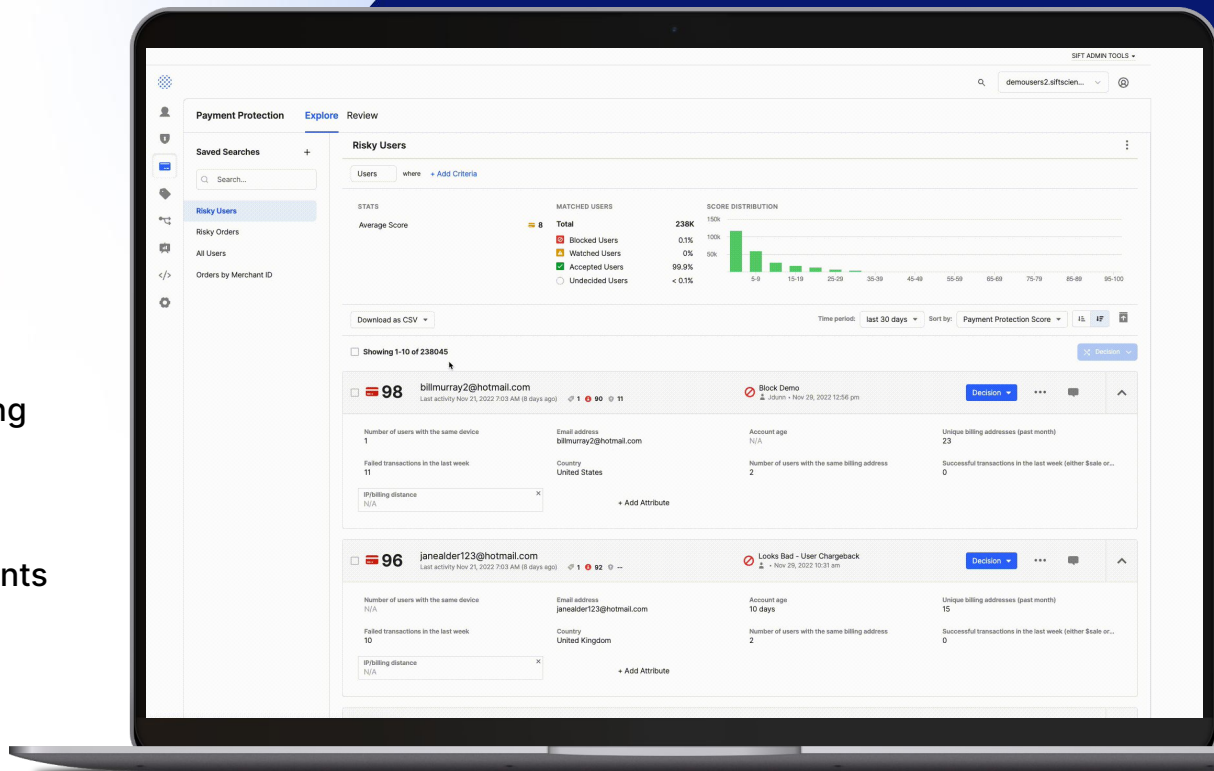
Identify and block high-risk transactions



Accurately → machine learning and vertical-specific rulesets



In real-time → Risk assessments update in milliseconds







# Automate fraud management



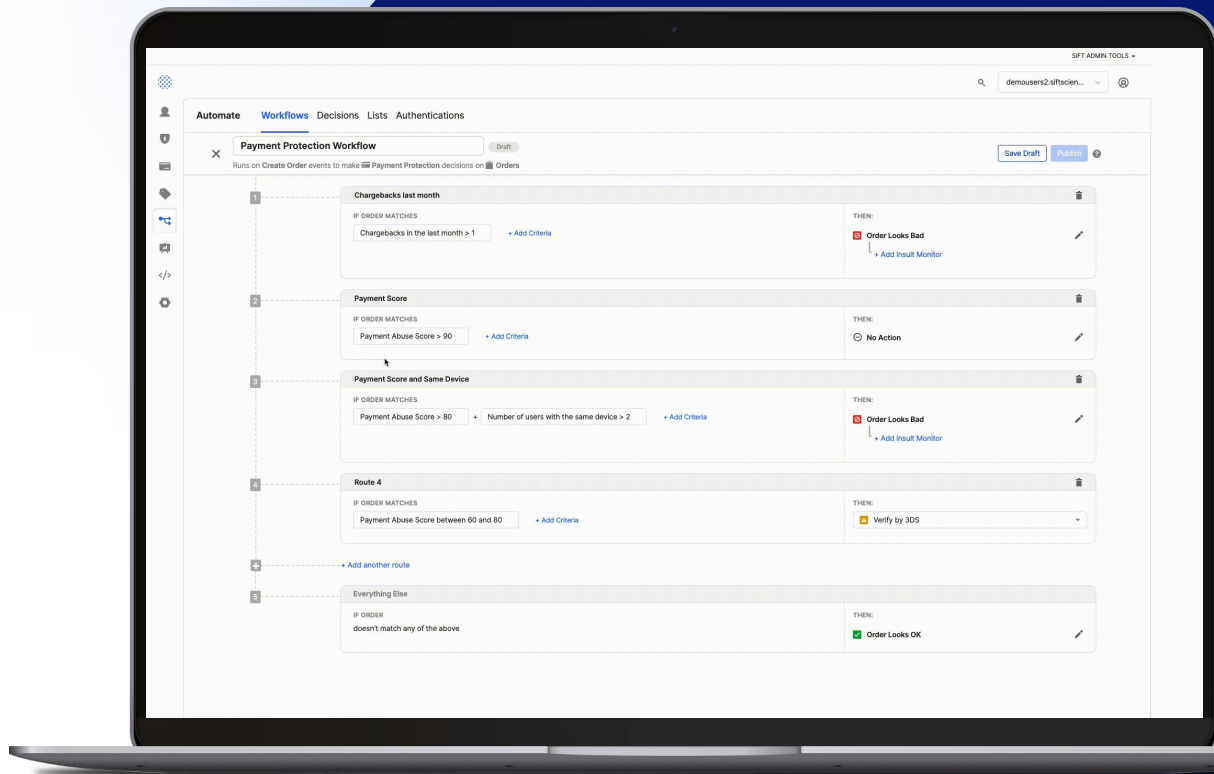
Create workflows to apply decisions at scale



Reduce the need for manual review



Make quick and informed decisions





# Unlock growth



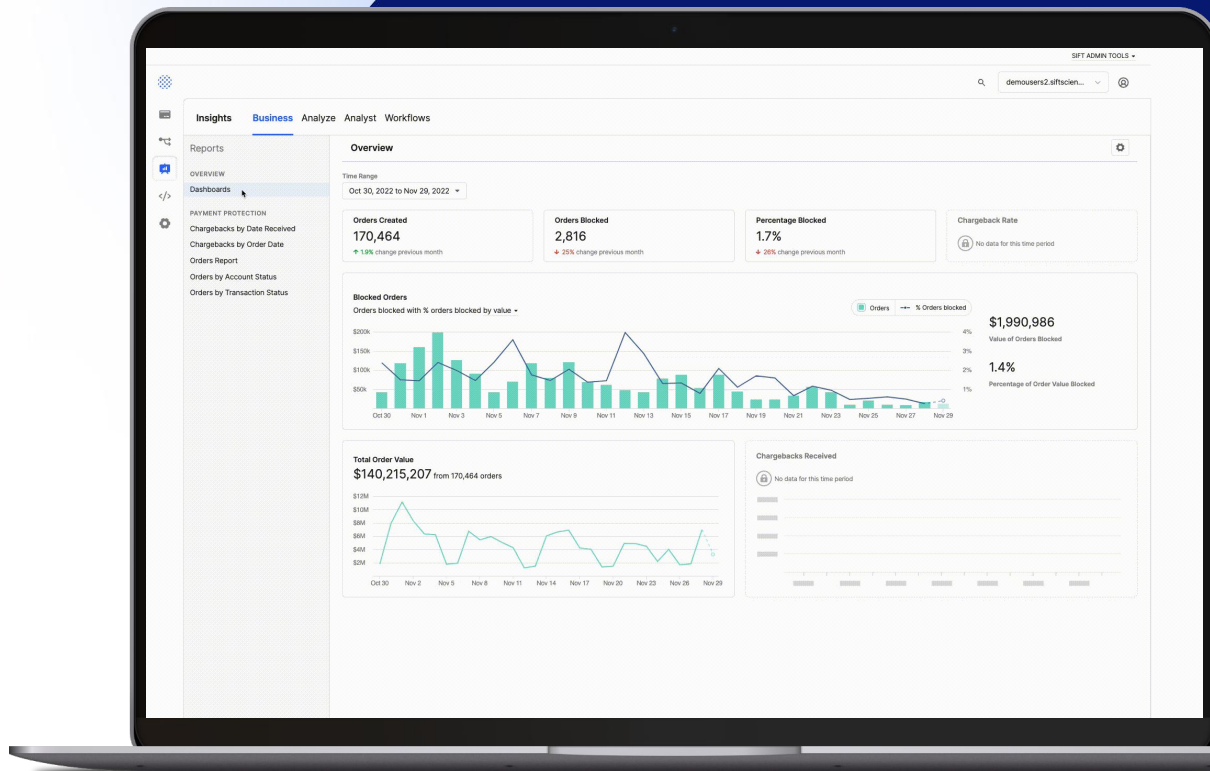
Accurately accept  
trustworthy transactions



Increase conversion rates

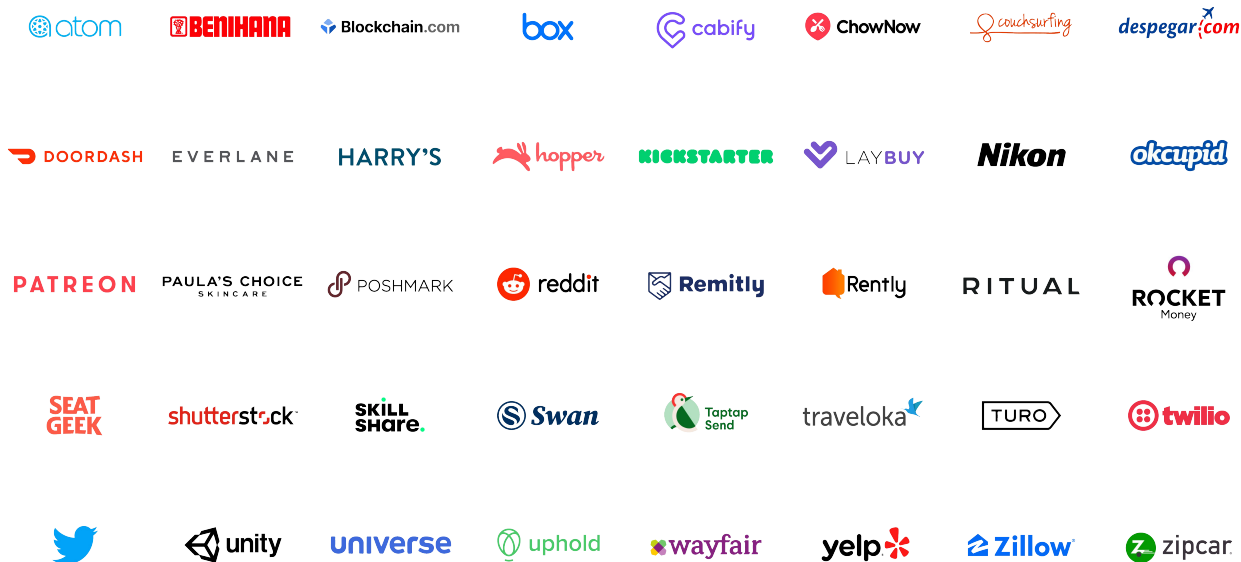


Reduce customer insults



# Not your average fraud-fighting solution

There's a reason the world's leading brands are adopting Sift



## THE SIFT DIFFERENCE

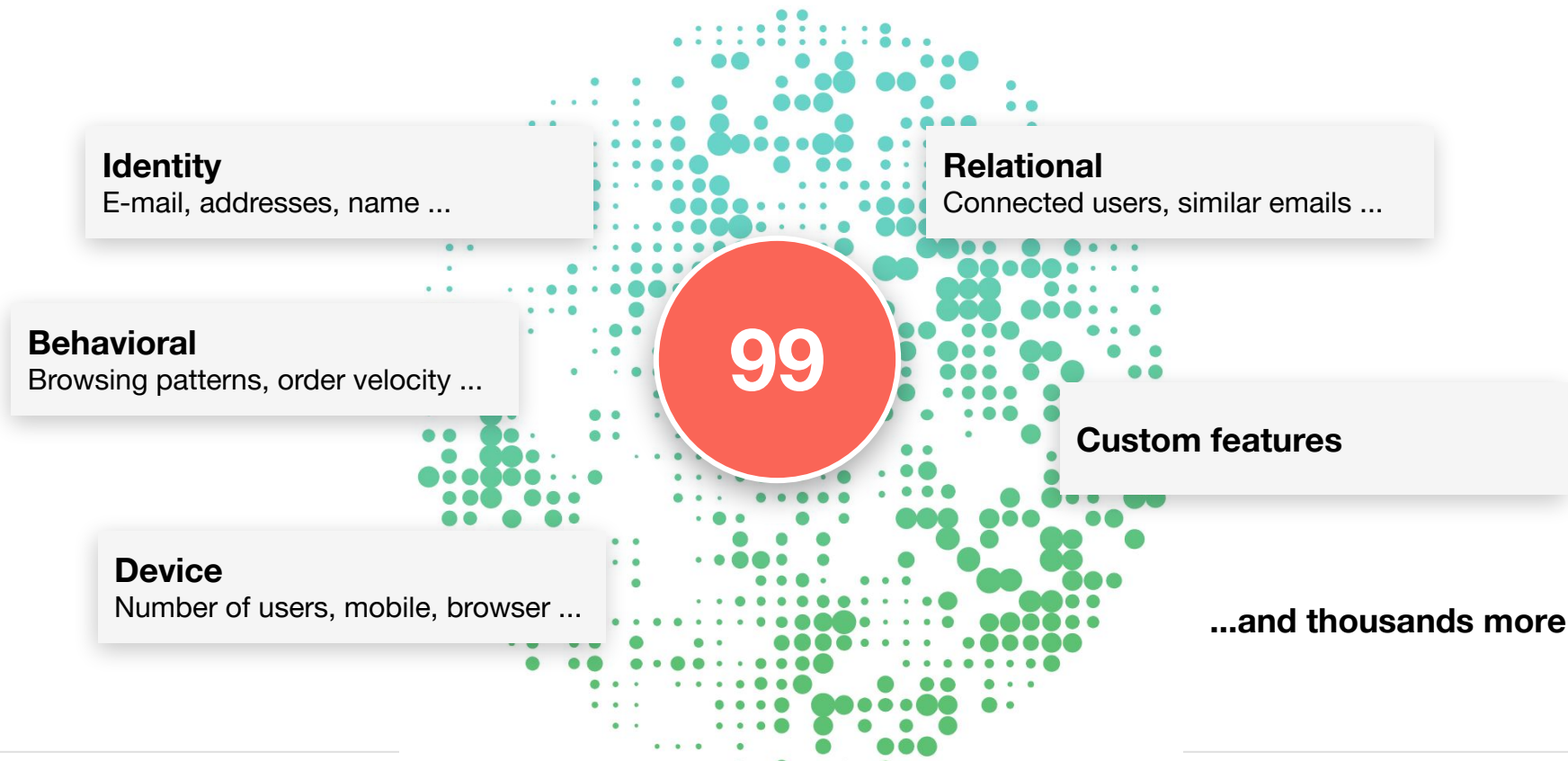
Innovation

Performance

Flexibility

Platform

# Assess risk with complex signals



# Staying ahead in a fast-moving digital landscape

- ✓ Rapidly identifying new fraud trends
- ✓ Constantly shipping new features
- ✓ Helping everyone trust the internet



## Proxy Phantom Fraud Ring

○ FRAUDSTER   ○ TRANSACTION   ○ CREDENTIALS  
○ PAYMENT DETAILS   ○ PROXY SERVER

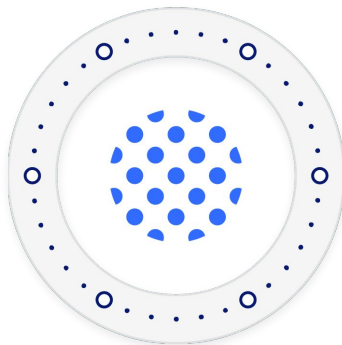
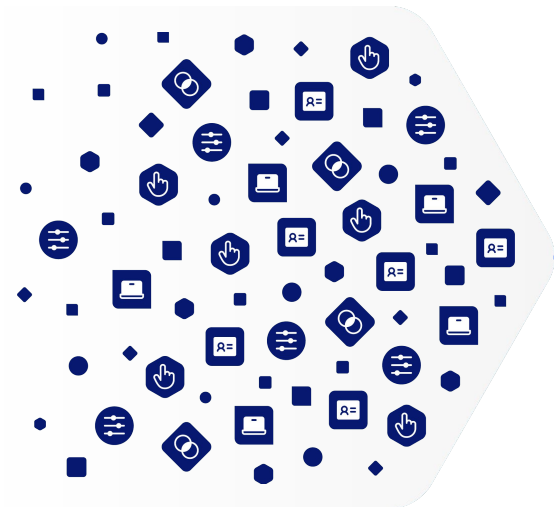
# More data

+

# Smarter processing

=

# Superior results



**70%** Lower chargeback rates<sup>1</sup>

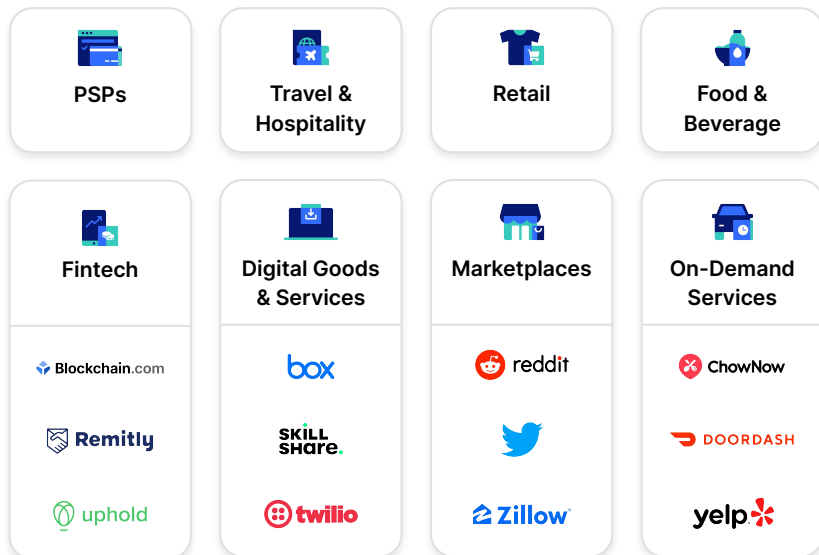
**55%** Lower block rates<sup>1</sup>

**60%** Fewer manual reviews<sup>2</sup>



31 Patents Awarded

## No matter the industry.



## Or the growth stage.



# A platform approach to fraud prevention

- ✓ Grow-as-you-go integration
- ✓ Easy and intuitive management tools
- ✓ Complete and comprehensive solutions

