



## Advanced Fraud Screening Reduces Online Payment Fraud Before It Starts

With EMV's introduction in the U.S. credit card market last year, e-commerce fraud is expected to increase as criminals shift their online focus from the card-present to card-not-present (CNP) environments.

# Heartland

In fact, Aite Group predicts that CNP fraud will almost double from \$3.3 billion to \$6.4 billion by 2018.<sup>1</sup> More importantly, merchants saw a 94 percent increase in fraud-related costs in 2015—on average losing up to 1.32 percent of revenue.<sup>2</sup>

To reduce the risk of online payment fraud, Heartland is introducing its *Advanced Fraud Screening* service.<sup>3</sup> Leveraging a rules-based decisioning model, this solution screens all transactions including authorization, sale, refund and verification. It also monitors unusual buying patterns that might indicate a fraudulent transaction including:

- 'No match' AVS responses on street address and zip code
- High-risk international orders
- CVV mismatches
- Large sale and refund amounts
- Refund amounts greater than the sale amount
- Excessive authorization failures and sale attempts with the same PAN (Primary Account Number)
- PAN matches to an account in Heartland's *Negative File*—a proprietary database of cardholder accounts with excessive fraud chargebacks

In addition, Heartland merchants have access to Heartland's *Portico Virtual Terminal* to review activity and monitor transactions that were declined by the service. Using Portico, merchants have a 72-hour window to override an incorrectly marked transaction and allow that order to process.

Heartland's Advanced Fraud Screening is available now to merchants connecting to Heartland's Portico Gateway.<sup>4</sup> Activating the service is simple and does not require additional certification.

**To learn more about this and other Heartland e-commerce solutions, contact Jennifer D'Angelo**  
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<sup>1</sup> Aite Group, "EMV: Lessons Learned and the U.S. Outlook," 2014

<sup>2</sup> LexisNexis, "True Cost of Fraud Study," 2015

<sup>3</sup> Heartland's Advanced Fraud Screening solution will not eliminate 100 percent of fraud, or stop all chargebacks. However, it will help reduce the probability of a fraudulent order.

<sup>4</sup> Eligibility and restrictions apply.