

Verified Transactions

Are you leaving money on the table?

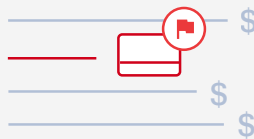


Fraud prevention programmes targeting card-present fraud have pushed criminals onto the internet. To protect themselves, businesses have strengthened their card-not-present fraud programmes and reduced their risk appetite. The result? Perfectly legitimate transactions are regularly being declined. You can overcome this issue by looking beyond traditional methods of identity verification

In the US alone, one in six (15%) of all legitimate cardholders experienced at least one decline because of suspected fraud, resulting in a total of \$118 billion declined.¹

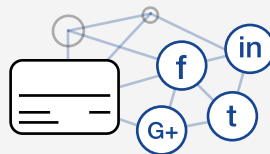
How Verified Transactions Works

Transaction flagged as high-risk



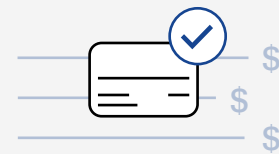
High-risk transactions are pushed through an additional Veridu verification step.

Veridu online verification

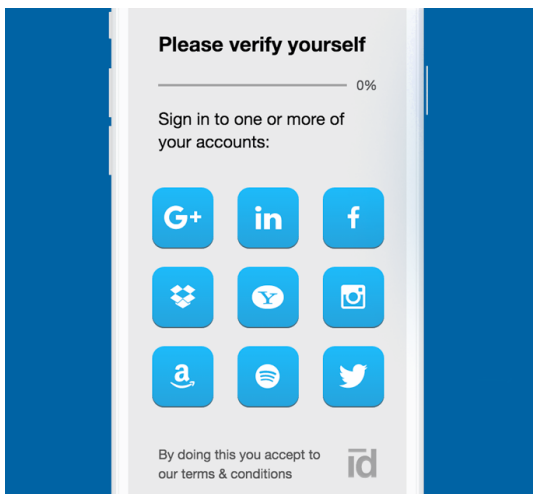


The customer signs in to a variety of their social and online accounts. Veridu uses the information contained in these accounts to verify identity.

Accept more transactions



Customers that pass the verification can continue with the transaction.



Why Veridu?

- **It's instant,** unlike time-consuming manual reviews.
- **It's seamless,** and by keeping customers in the same environment you'll reduce abandonment rates.
- **It's comprehensive,** offering coverage of all demographics, including the younger consumers who are driving eCommerce growth.

Learn more

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¹Javelin, *Overcoming False Positives*, 2015.