

How to become a master of balance

Fraud management leaders are masters of balance.

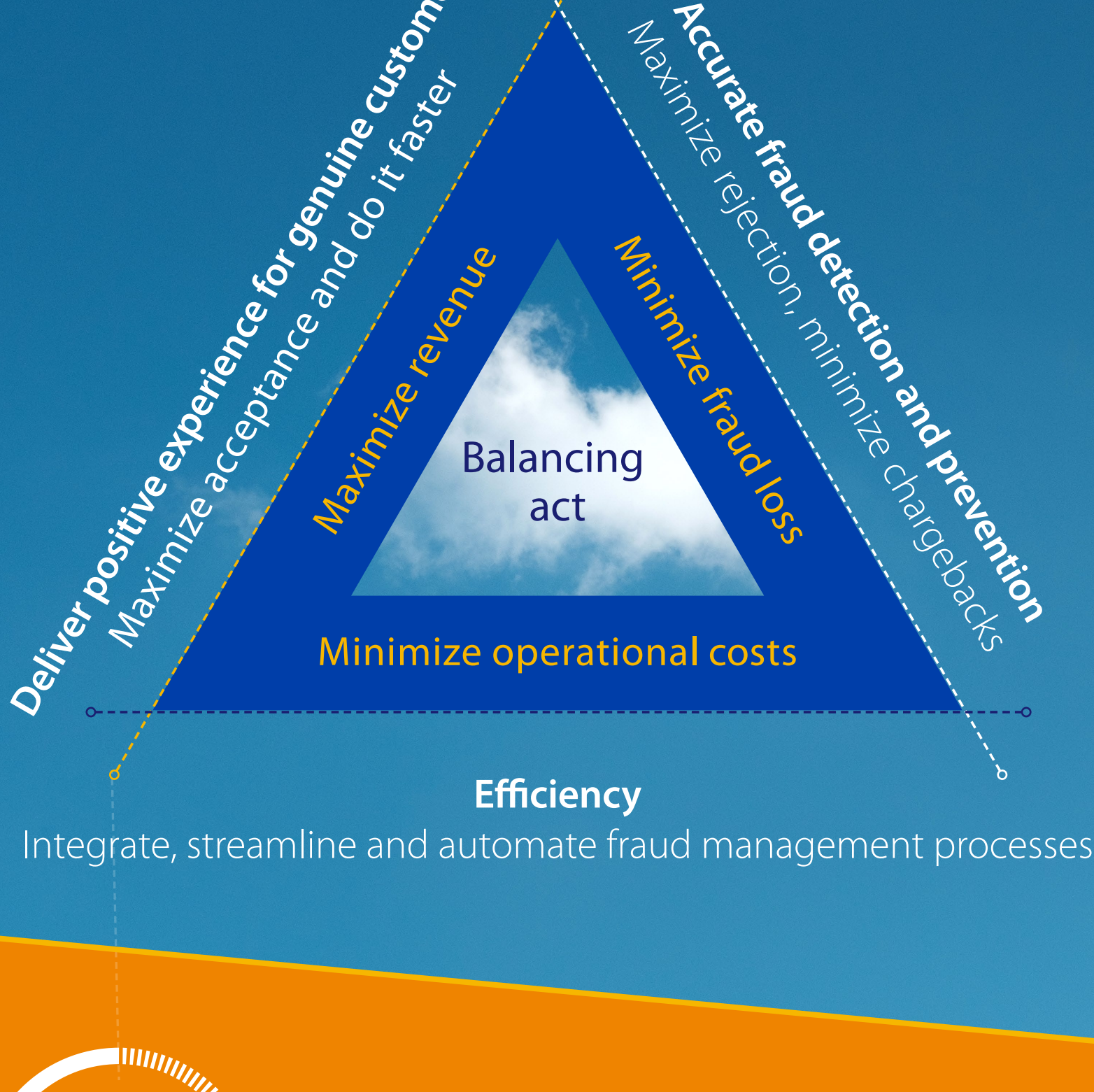
They know how to cut fraud, engage customers and control costs. And they know how to create a fraud strategy that does all three.

How do they do it?

Discover their secrets in our 2019 Global eCommerce Fraud Management Report. You'll find out the views of nearly 2,800 fraud management specialists from all across the world.

Learn how to lead with balance

Fraud doesn't stand still. Neither do masters of balance. They never stop tweaking and fine-tuning their fraud management controls. Because success depends on carefully balancing three elements. And on keeping them balanced.



Just 18%

of respondents rated all three elements as extremely important.¹

Discover what sets masters of balance apart

Not everyone pays the same attention to every part of this balancing act. But those who do—the masters of balance—show why they're leaders.

They have advantages in six different areas.

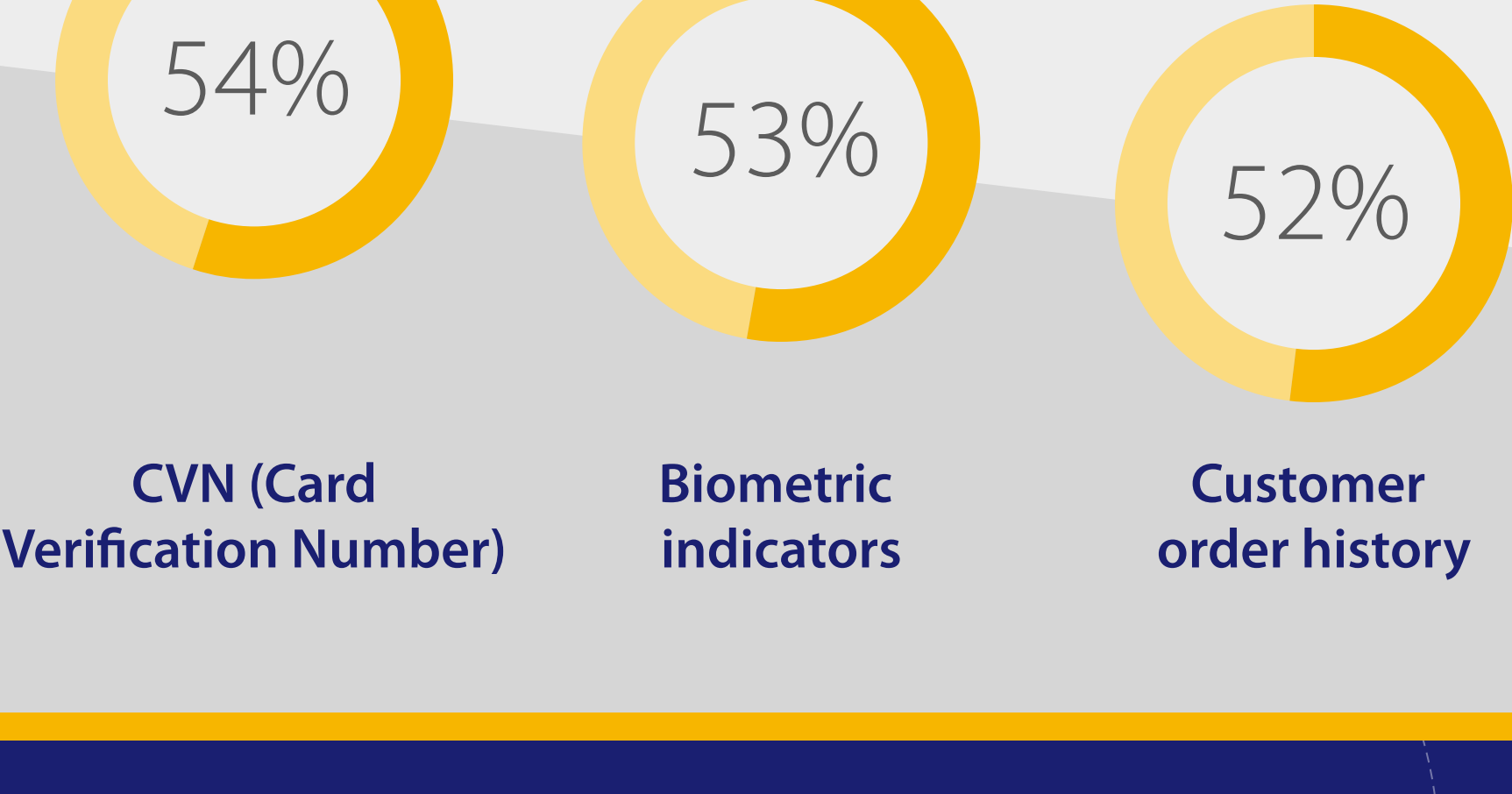
For example:



Explore the effectiveness of fraud management tools

Our study showed that respondents use the same range of fraud management tools. So what sets fraud management leaders apart? Simply, the way they view and use those tools.

The top three tools for leaders are:⁴



The global fraud challenge: see every angle

The stats above come from our 2019 Global eCommerce Fraud Management Report. To get the full story, [download the report here.](#)

CyberSource is a global, modular payment management platform built on secure Visa infrastructure with the benefits and insights of a vast \$427 billion global processing network. This solution helps businesses operate with agility and reach their digital commerce goals by enhancing customer experience, growing revenues and mitigating risk. For acquirer partners, CyberSource provides a technology platform, payments expertise and support services that help them grow and manage their merchant portfolio to fulfill their brand promise. For more information, please visit www.cybersource.com

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¹Base 1970 (Question not asked in South East Asia and Australia.)
Question: How important is each of the following to your organization when designing your fraud management strategies? Improving the customer experience, reducing fraud and chargebacks, minimizing fraud-related operational costs.
Answer options: extremely important, very important, somewhat important, not very important, not at all important.
²Results are self-reported by survey respondents
³Base 1970 (Question not asked in South East Asia and Australia.)
Question: Please indicate the extent to which you agree with each of the following statements about how your company manages eCommerce fraud.
Answer options: Strongly agree, somewhat agree, somewhat disagree, strongly disagree.
⁴Base 1147 (Question asked in North America and Europe only)
Prioritize balance (n=219)
Do not prioritize balance (n=928)
Question: How effective are each of the following tools in detecting eCommerce payment fraud?
Note: Percentages are those in each group who use the tool and rate it as extremely effective.

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