

Fight mobile shopping card fraud

Friendly fraud costs retailers \$11.8 billion a year* and is estimated to account for 30% of all chargebacks. The shift to Mcommerce is making it increasingly easy for friendly fraud to occur; the very nature of the transaction doesn't require one to physically swipe a card, and can make it difficult to prove if a chargeback is fraudulent or not, leaving retailers to shoulder the cost.

Deter chargeback fraud with mobile checkout scanning

Jumio helps retailers deter both friendly and card not present (CNP) fraud via BAM Checkout® that integrates into your existing mobile app checkout process. Our technology turns a user's mobile device into a card and ID scanning tool. Fraud is deterred twofold: first, by scanning the customer's actual credit card on their mobile device, the mobile checkout shifts from a "person-not-present" transaction to a "person-present" purchase; secondly, a crosscheck is done to see if the name on the payment card matches up with the name on the ID. This not only deters chargeback fraud, it also rewards legitimate customers with a quicker checkout process.

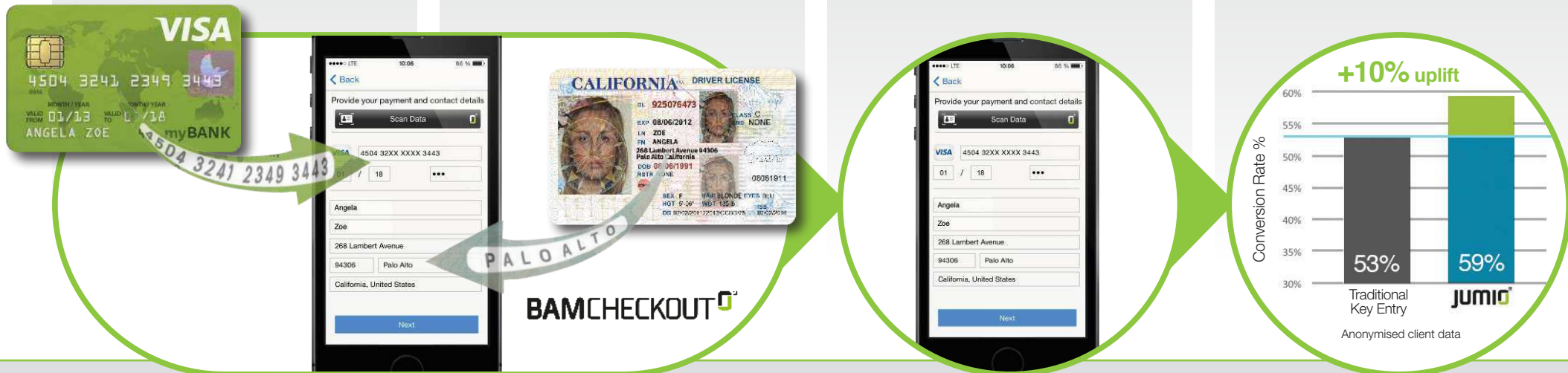
How it works...

1 At the point of checkout, end-users are asked to hold their payment and ID document up to their mobile device camera or webcam.




2 Jumio's BAM Checkout technology instantly extracts payment data, customer name, and if present, address data too.

3 Data is instantly and neatly populated into the checkout pages increasing transaction completion and reducing abandonment.

4 Customers complete transactions in seconds instead of minutes and successful transactions are increased by over 10%.



The result?

-  Reduce transaction drop off by 10%
-  Increase conversion and revenue
-  Reduce friendly or CNP fraudulent related chargebacks

*Source: 2012 Online fraud Report

Reliable and secure technology you can trust

Data security and system integrity is at the heart of every Jumio transaction.

Secure

Jumio is SRC Certified, and a registered Visa Merchant Agent. All data is transmitted using secure transport with strong cipher suites and stored encrypted using AES256.



24/7 Monitoring

Jumio's processing system deploys the highest industry standards in IT infrastructure monitoring. All Jumio servers, switches, applications and services are monitored 24/7 for near-instant awareness of any IT issues – even before they occur.

PCI Compliant

Jumio is PCI Level 1 compliant and regularly conducts security audits, vulnerability scans and penetration tests to ensure compliance with security best practices and standards. In addition, Jumio carries the same PCI security controls over to PII data ensuring the highest level of security standards for all transactions.

Learn more about
how Jumio helps retailers:
www.jumio.com/retail

Contact: sales@jumio.com



Multi-platform



Multi-device



Easy integration



PCI compliant

JUMIO[®]