



BioCatch Expands eCommerce Offering to Provide Industry's Most Advanced Detection at Checkout Flow

Behavioral biometric technology analyzes customer's interaction at checkout to identify fraud and criminal activity

Tel Aviv, Israel – March 24, 2015 -- [BioCatch](#), the global leader in Behavioral Biometrics, Authentication and Malware Detection, released today an expanded version of its eCommerce solution, which now allows bioprints to be analyzed at checkout flow to determine normal vs. criminal behavior. The solution includes advanced features such as detection of robotic vs. human activity, application expertise tracking and detection of out-of-genuine behavior.

Securing online payments is one of the main tasks that all eCommerce sites struggle with. Yet, existing fraud prevention solutions that provide transaction information and device reputation management are insufficient when combatting the high level of expertise fraudsters demonstrate in the eCommerce space. BioCatch's expanded eCommerce solution is able to detect repeat fraudster access and data familiarity mismatch.

"When making purchases online, fraudsters behave differently than legitimate consumers. Whereas most of us take some time to adjust to a site's specific checkout process, fraudsters breeze through it with a high familiarity level because they have done it tens or hundreds of times before," said Uri Rivner, VP Cyber Strategies and Co-founder at BioCatch. "As an industry first, BioCatch's eCommerce solution provides retailers with full visibility into fraudulent vs genuine habits, cognitive choices and behaviors at the checkout flow, the digital point of purchase."

The benefits that eCommerce sites can gain from this solution are clear: BioCatch is able to reveal data that until now was not available, based on the user's behavior, cognitive choices and interaction analysis, thus reducing customer friction and fraud while improving customer experience.

BioCatch's eCommerce solution has been selected as a finalist for the prestigious Merchant Risk Council METAward.

BioCatch will be demoing its eCommerce solution at [MRC Vegas](#) from March 23-26, 2015 and at the [MRC European Congress in Brussels](#) from May 20-22, 2015.

About BioCatch

BioCatch is the leading provider of Behavioral Biometric Authentication and Malware Detection solutions for mobile and web applications. The Company's solutions are currently deployed in leading financial service institutions in the U.S., UK and Brazil. Protecting millions of online banking and eCommerce users, BioCatch proactively collects and analyzes more than 400 cognitive parameters to generate a unique user profile. Banks and retailers use BioCatch to significantly reduce friction associated with high security controls through friction-free behavioral authentication. They also use BioCatch to detect New Account Fraud and fraudulent behavior. Our team is comprised of experts in neural science research, machine learning and cyber security. For more information, please visit www.biocatch.com

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