

Account Abuse

It's a common story. A user sets up a new account and cashes in on a first-time customer promo code. But then they do it again. And again. Before you know it, a single user could have dozens of accounts and eat into your revenue. How can account abuse be stopped?

Organizations not only struggle to control the number of accounts owned by a single user, they also struggle with the high operational cost of identifying these bad actors.

The Problem

Users may set up duplicate accounts for a multitude of reasons. Whether cashing in on coupons or obtaining referral discounts, serial abusers can impact your revenue. Organizations not only struggle to control the number of accounts owned by a single user, they also struggle with the high operational cost of identifying these bad actors. With manual processes, abusive accounts can go undetected for long periods of time.

The Solution

Forter accurately identifies all fraudulent accounts connected to a single user, in real time. By leveraging proprietary soft linking technology and advanced behavioral analytics, we are able to uncover hidden connections between accounts, identifying abusive behavior before it negatively impacts your bottom line.

End-to-End Protection

Fraudsters can strike at every stage of the lifecycle, not just the final transaction. Our comprehensive solution covers the entire experience, so you can fight fraud without jeopardizing revenue or valuable customer relationships.

