

# Account Takeover Protection

With a new breach occurring every day, customers feel vulnerable and expect merchants to protect their data. Account security could be the difference between a lifelong customer and one who leaves for the competition. So how can you ensure account security?

\$6.5B

in annual losses due to account takeover<sup>1</sup>

3X

more account takeovers in 2017 vs 2016<sup>2</sup>

90%

of login attempts may be using bots<sup>3</sup>

## The Problem

Customer experience should be at the forefront of every merchant's mind, but ensuring account security has historically resulted in added obstacles for valued buyers and increased cart abandonment. When accounts are hacked, they are often accessed multiple times before transactions are made, paving the way for fraud. Only detecting account takeover early in the journey can stop the fraudster from exploiting the merchant and the customer.

## The Solution

**Forter's** solution protects against account takeover (ATO) independently from a transaction, by continuously monitoring customers' accounts to block illegitimate and unwanted activity. Our "always on" analysis of multiple touchpoints throughout the customer journey protects your accounts and ensures you maintain customer trust. Through behavioral analytics and cyber intelligence, we can ensure you only employ additional security measures when necessary, removing friction for the customer.

## 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.



Reach out to [info@forter.com](mailto:info@forter.com) to learn what Forter can do for your business.

<sup>1</sup>Forrester  
<sup>2</sup>Javelin Strategy  
<sup>3</sup>Forbes