

# Promo Abuse

Customers are savvy. By creating a new account, they can take advantage of promos that would be unavailable to them as a return customer. But when customers continuously abuse promotions, your business suffers a direct financial loss. So how can you halt promotions abuse?

\$500M

in losses due to coupon fraud\*

45%

increase in coupon abuse in Q1 2018 vs Q1 2017\*

124%

increase in coupon abuse in Q2 2018 vs Q2 2017\*

## The Problem

Companies that cannot identify coupon or referral abusers end up with a mistaken understanding of their accounts ecosystem, difficulty understanding their customer base, and an inability to assess the impact of promotional campaigns. Most retailers are not equipped to protect against referral abuse, which leads to forced subsidizing of fake accounts and loss of revenue.

## The Solution

If a customer is exploiting coupons or setting up multiple accounts to benefit from a generous referral program, **Forter's** system will stop the abuse in real-time. By leveraging proprietary soft linking technology, we are able to uncover the hidden connections between accounts, even when a user has tried hard to conceal their identity. We connect the dots to block the loss.

## 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.

\* Coupon Information Corporation

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