

## Black Friday, Cyber Monday and Holiday Online Fraud

St. Gallen, Switzerland, December 12<sup>th</sup>, 2011 – Black Friday and its traditional online counterpart Cyber Monday have left behind some interesting facts for merchants. The Christmas shopping season kicked off with a new record-breaking increase of 24.3% in online sales in the US during Black Friday, followed by an increase of 33% in online sales in the US on Cyber Monday, according to IBM Coremetrics. Mobile sales almost tripled compared to 2010 and the average order value (AOV) was incremented from US\$193.24 to US\$198.26. Not surprisingly, iovation, the device reputation fraud protection service provider, reportedly experienced a growth in fraudulent transactions of 400% and 25% on Black Friday and Cyber Monday respectively, whereas 4% of mobile transactions were targeted by fraudsters. Whichever way we look at it, the proportion of increase in fraud versus increase in volume is staggering.

These figures show what merchants should know by now– **frauds attacks intensify during festive periods**. Fraud groups generally take advantage of the active holiday period to plan their attacks, when merchants are too busy covering the overwhelming demand to mind about online fraud. As a result, merchants fail to realize the implications of fraud attacks to their final figures until it is too late. Protecting your online business with a trustworthy verification system is even more vital during festive periods to avoid loss in terms of sales, positive referrals and retained customers. The alarming increase of online fraud during peak periods described above requests a system which goes one step forward in the verification process and gives merchants a complete assessment of the real risk in their sales, rather than just approving or rejecting orders.

**CashShield Fraud Management Platform** screens every order with 200 automated verification tests, taking into consideration the different factors to build up a reliable risk profile. **CashShield** assures the highest number of genuine orders is approved, while protecting all approved orders with the market's unique 100% Chargeback Protection policy. CashShield allows merchants to optimize the risk per chargeback and attain revenue growth. Merchants trusting their fraud operations to CashShield do not need to worry about online fraud and can therefore focus on their businesses' core competencies, any time of the year.

*For more information, kindly check <http://www.cashrun.com/cashshield> or contact [enquiries@cashrun.com](mailto:enquiries@cashrun.com)*

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### About CashRun – [www.cashrun.com](http://www.cashrun.com)

CashRun was established in 2007 with the objective of supporting businesses' needs for effective and affordable online payment solutions. Since establishment, CashRun has had tremendous success with industries that are sensitive towards fraud, and continues to be at the forefront for solutions centering around e-commerce. With strong global presence and partnerships, CashRun supports businesses to develop firmly their core competencies, protect as well as maximize their revenues and growth, and minimize the risks credit card fraud presents to their operations.

