paladin vendor report | **fraud prevention**

2026

TENTH ANNIVERSARY

paladinfraud

The 2026 Paladin Vendor Report

The commerce landscape is increasingly complex. This report cuts to the chase. Every day at Paladin Group, we're in the thick of the fast-paced world of fraud solutions. With dramatic changes coming quickly, including AI "assistants" or "Agents" handling shopping tasks on the customers behalf, commerce and business models are ever-evolving. So it's crucial to remain focused on streamlining and maximizing the capabilities of organizational fraud management operations while reducing checkout friction and preparing technology to identify legitimate agent-led activity without increasing false positives.

As experts on today's solution providers, services, and tools, it's our job to maintain a high-level view of the fraud prevention landscape as well as a detailed, on-the-ground understanding of every solution and every challenge. As the number of providers and services grow and technology evolves, merchants' options become increasingly complex and varied.

It's our mission to serve as an authority on these products and their strengths, areas of opportunity, and enhancements, which is why we published the first-ever Paladin Vendor Report (PVR) in 2017. It offered an unprecedented exploration of how merchants could mitigate the risks that come with accepting payments in an omni-channel, card-not-present world.

Because of the constant evolution of many popular fraud mitigation solutions, we decided to provide the Paladin Vendor Report (PVR) on an annual basis. And now, we're pleased to publish the latest: the 2025 Paladin Vendor Report. We've offered

We focus on several key areas during the discovery process. (Not all are applicable to every vendor, but for consistency, we examined each of the following wherever relevant.)

PRODUCT - The vendors overarching solution and functionality.
SERVICES - Available offerings to help merchants during integration and throughout their client lifecycle, including reporting.
BUSINESS DEVELOPMENT - Current partnerships and channels for direct and indirect customers.
MARKETING - Industries and verticals of focus.
SALES - A breakdown of marketing and sales.
TECHNOLOGY - Integration and technical details associated with the solution.

previous participants the chance to update their sections and incorporated additional participating vendors.

What this report offers: the PVR helps merchants navigate the ever-expanding number of solution providers and services available to them. We spoke with vendors who offer risk mitigation products to merchants in the Card Not Present (CNP), omni-channel, marketplace, and fintech environments—then gathered, examined, and compiled the information for each participating vendor.

Vendors had the option to participate in the report, and Paladin was compensated for the research performed. Our team spent hours in discussion with each of these vendors. We test-drove their products and gathered overviews of their services, marketing, sales, technologies, and future plans. For vendors who chose not to participate in the report, we drew upon our extensive interaction, client input, and research to share a summary of their services.

This report is a groundbreaking effort to gain as much first-hand knowledge as possible from fraud prevention vendors, compiling our findings in a way that's helpful and revolutionary for our industry and the merchants who depend on us. This report is purely informational, and it is not designed to rate the products and services of the vendors, review them, give opinions on them, or give a thumbs-up (or down) about the vendors. The report's intent is to provide clarity regarding what products and services fraud mitigation vendors offer.

The vendors are segmented into five different categories based on their core offerings. Some of the vendors offer other products that complement their core offering or have additional functionality or products. Some vendors provide services in overlapping segments, and this report offers a separate overview for each of the following categories:

- User Behavior & Reputation
- 3DS & Consumer Authentication
- Fraud Platforms & Decision Engines
- Identity & Data Verification
- Chargeback Management & Platform

Introduction

Core functionality icon key

3rd Party API Capabilities – The ability to call out via API to third-party vendors for data, device fingerprinting, etc.

Payment Gateway Capabilities – The ability to process payments directly through their own platform or solution.

Operational Support – Provides outsourced operational support, at a cost, for reviewing high-risk transactions and/or managing chargebacks.

AI Powered – Matching algorithms to detect anomalies in the behavior of transactions or users.

Guaranteed Chargeback Liability – Guarantees merchants do not take fraud losses for vendor-approved transactions.

ATO Detection Capabilities – Using device characteristics to detect account takeover/ account penetration.

Account/Client Management – Personnel dedicated to working directly with clients.

Device Fingerprint Capabilities – Built directly into the platform (not a third-party API call).

Historical Sandbox Testing – Ability to test rules against historical transactions in a non-production environment.

Professional Guidance/Services – Provides outsourced support for data analysis, rules-building, and recommended best practices, etc.

User Behavior Capabilities – Built-in (not via third-party) capabilities to capture cursor movements, mouse clicks, and time on a merchant site.

Pre-Authorization Functionality – Ability to score and/or decision a transaction prior to authorization.

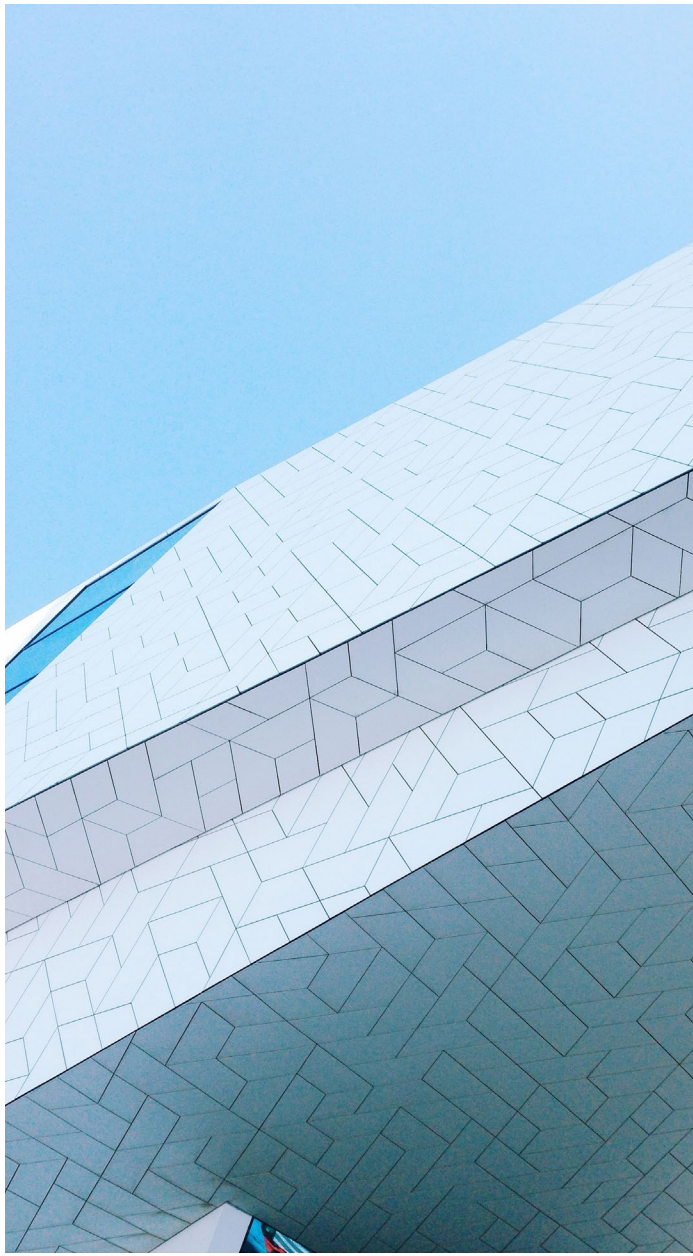
Fraud Engine/Platform Functionality – Ability to score/decision a transaction post-authorization.

Non-Production Real Time Rules Testing – Ability to test real-time transactions in a non-production environment.

3DS & Consumer Authentication

3DS refers to a protocol designed to add an additional security layer for online credit and debit card transactions. The additional security layer helps prevent unauthorized Card Not Present (CNP) transactions and protects the merchant from CNP exposure to fraud. Each of the card brands have their own product designed specifically for the protocols: Visa has Verified by Visa, Mastercard has Mastercard SecureCode, American Express has American Express SafeKey, and Discover has ProtectBuy. There are companies providing products and services encompassing all four card-branded products.

A new variant, 3D Secure 2 (3DS2), is designed to improve upon 3DS1 by addressing the old protocol's pain points, and it delivers a much smoother and integrated user experience.



Accertify 3D-Secure

Accertify understands that customer expectations are ever evolving and so is fraud. Today's online consumers expect to be recognized and rewarded as loyal customers. They want to transact with a single click from any device and feel confident their account is secure. At the same time, each online event exposes your organization to reputational and financial risks that can have a material impact.

Trusted by many of the largest companies globally, **Accertify** is a leading digital platform assessing risk across the entire customer journey, from account monitoring and payment risk to refund fraud and dispute management. Accertify built a comprehensive platform with integrated solutions across the entire customer journey, letting organizations see the complete picture and proceed with confidence. **Accertify** can help reduce the need to juggle multiple vendors and decipher fragmented risk scores that result in unwelcome friction for customers.

At a Glance:

- 3rd Party API Capabilities
- Professional Guidance/Services
- Fraud Engine/ Platform Functionality
- Payment Gateway Capabilities
- Operational Support
- Account/Client Management

Accertify 3D-Secure

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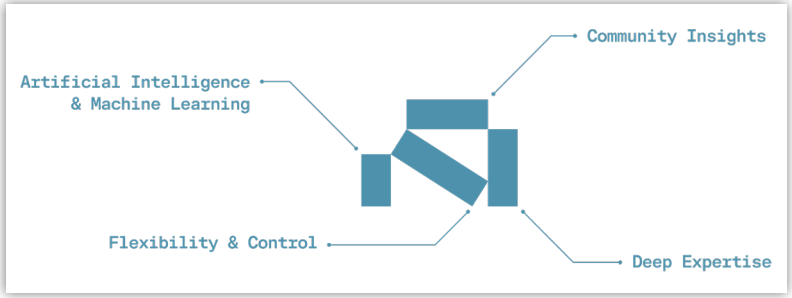
- Artificial intelligence (AI) and machine learning
- Community insights from global network
- Significant level of industry knowledge
- Flexibility and controls that adapt to suit clients' needs



Unlike competitors offering black box solutions that rely solely on algorithms, Accertify's solutions balance the power of artificial intelligence with human intelligence.

Accertify 3D-Secure and Consumer Authentication

Regulators and card networks' requirements for stricter payment authentication to protect customers mean ecommerce businesses have increased pressure from multiple sides. Having an integrated payment and fraud risk strategy can help alleviate some of this pressure. **Accertify's** payment optimization solutions can help provide greater conversions and a better customer experience.

Accertify® Payment Optimization Solution

Accertify Payment Optimization solution enables merchants to develop intelligent 3D-Secure ("3DS") based decisioning globally to find the right balance between payment success, fraud liability and payment costs. **Accertify's** solution consists of three main modules: Strong Customer Authentication ("SCA") Optimization, 3DS Optimization and Risk-Based Authentication.

SCA Optimization

Strong Customer Authentication ("SCA") requires two-factor authentication on all ecommerce transactions that fall within the scope of the regulations. 3D-Secure is the preferred method of performing SCA, so its use is mandated for merchants. The use of 3D-Secure increases merchant processing fees and can lead to adverse payment conversion performance because of the friction imposed.

SCA exemptions provide scenarios where authentication and 3D-Secure can be bypassed, primarily due to the value and risk of individual transactions. Merchants and acquirer domains may request that the issuer grants an SCA exemption. Exemptions can be requested currently in the authorization message, bypassing 3D-Secure, or in the 3DS messages. Issuers either reject (soft-decline) or approve direct-to-authorization of exemptions, which will guarantee a frictionless experience for the consumer. Approved

Accertify 3D-Secure

merchant exemption requests, both via authorization and 3D-Secure, retain fraud liability with the merchant.

Merchant Fraud Strategy

Accertify believes that optimized usage of 3D-Secure and SCA exemptions are an essential part of a merchant's fraud strategy. 3DS not only brings financial benefits through fraud reduction and fraud liability shift, but it can also help to protect merchants' brands by ensuring customers feel secure when making purchases via app or website.

A complete and sound exemption strategy can contribute to a powerful uplift in payment conversion and customer satisfaction by prioritizing frictionless experiences. Finding the balance between fraud and friction should be considered a priority for merchants operating with the scope of SCA—a simple yet flexible integration where merchants keep control.

Accertify's SCA Optimization solutions allow merchants to create exemption strategies and comply with SCA regulations. **Accertify** can help to reduce costs associated with 3DS, reduce issuer soft-declines and improve payment conversion, all while maintaining a low fraud rate.

The solution can be deployed with minimal merchant-side development, as well as supporting a silent mode for performance monitoring ahead of deployment. The solution helps merchants take advantage of exemptions from SCA while preventing fraud. It assesses the key areas of compliance.

Accertify determines the location a transaction originates from and filters out the transactions that do not meet the scope requirements of SCA. Similarly, any payment type that is not in scope will be filtered out of the recommendation.

Using **Accertify's** Payment Fraud solution, a SCA Optimization solution can assess the fraud risk of an individual transaction and determine where it is safe to apply an exemption. This is considered relative to individual merchant's fraud risk and friction appetite, and it is completely customizable.

Lastly, the value of the transaction will be assessed to ensure it falls under the applicable limits which each merchant is able to apply exemptions. If multi-acquired, **Accertify** will provide routing recommendations to send an exemption request to the acquirer most likely to accept the exemption.

Use of **Accertify's** SCA solution has had previous success in attaining 99.98% frictionless rates alongside a 55% reduction in fraud cases.[1]

1. Percentages based on M&S data taken in 2023 for the M&S Client Case Study.

Accertify 3D-Secure

SCA Optimization Issuer Profiling

Some merchants have concerns regarding the rate at which issuers in SCA regions soft-decline their exemptions. Soft-decline rates and reasons vary from issuer to issuer, and the merchant is not always able to understand why.

Issuer Profiling has the capability to profile each individual issuer's historic responses to merchant exemption requests. **Accertify** will provide merchants with an indication as to whether the issuer in question is likely to approve an exemption, or soft-decline it and send it to 3D-Secure accordingly. **Accertify** will recommend the best path to submit your exemption—authorization or 3D-Secure—at an individual issuer level, to ensure exemption approval rates and costs associated with 3D-Secure and soft-declines are optimal.

3DS Optimization

EMV 3D-Secure version 2.2 enables the merchant to request a "data share only" flow. This flow leverages the same 3D-Secure rails and data sharing; however, issuers are unable to challenge the transaction. This feature of 3D-Secure guarantees a frictionless checkout while uplifting authorization rates from between 7 and 12%[2] compared to direct authorization. This feature should be leveraged extensively in regions where 3D-Secure friction is a concern, such as the United States. Issuers in the US are conditioned to believe that 3D-Secure transactions are inherently high-risk. But by leveraging 3DS Data Share Only, merchants can safely send a greater portion of traffic to 3D-Secure, balancing their risk profiles, without the risk of transactions being disrupted.

Accertify's 3DS Optimization solution enables merchants to identify opportunities to use 3DS to improve authorization performance. Based on factors such as transaction risk, policy rules and individual issuer performance, **Accertify** can recommend not only when to use 3DS, but how to use 3DS for optimal performance – such as when to use data only flows.

High-risk transactions will likely be routed to an issuer-driven 3D-Secure flow, passing liability to issuers, whereas lower-risk transactions will be routed to Data Share Only. Additionally, **Accertify** will profile individual issuers across the globe to generate a view of which issuers have an acceptable success rate with Data Share Only. This view will also feed the recommendation.

Merchants can expect to realize the benefits to authorization performance of Data Only flows, compared to direct-to-authorization, identify high-risk traffic to relieve fraud liability and opportunities to reduce 3DS processing costs.

2. https://news.broadcom.com/tech-innovation/fewer-declines-more-approvals-arcots-3ds-pilot-proves-the-power-of-better-data

Accertify 3D-Secure

Risk-Based Authentication

For regions outside of SCA's scope, **Accertify** can provide dynamic risk based decisioning on 3D-Secure. They can also assist clients in developing custom 3D-Secure strategies that can differ based on distinct global regions. Merchants can expect to optimize their use of 3D-Secure, reducing unnecessary fees and friction.

Fraud Platforms & Decision Engines

Third-party fraud prevention platforms provide protection and flexibility to not only prevent fraudulent transactions but also increase acceptance of legitimate orders. They help scale fraud teams by managing, or helping to eliminate, the manual requirement associated with transactional order review. Often, the foundation of the prevention platform is a customizable rules engine designed and maintained to identify historically high-risk combinations of order attributes, then make a decision on behalf of the merchant.

Accertify, Inc. ("Accertify")

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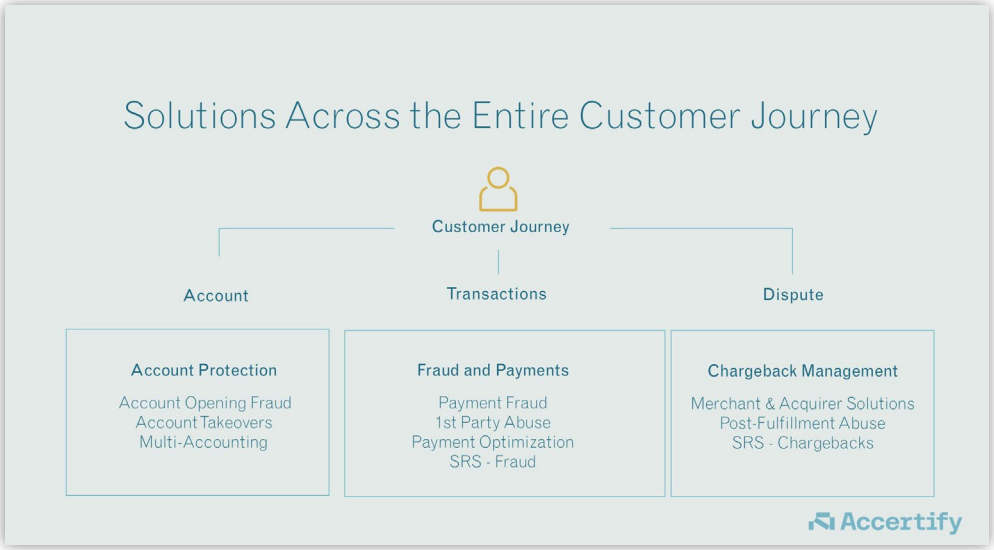

Accertify

At a Glance:

- 3rd Party API Capabilities
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- Account/Client Management
- Device Intelligence Capabilities
- Historical Sandbox Testing
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- Fraud Engine/ Platform Functionality
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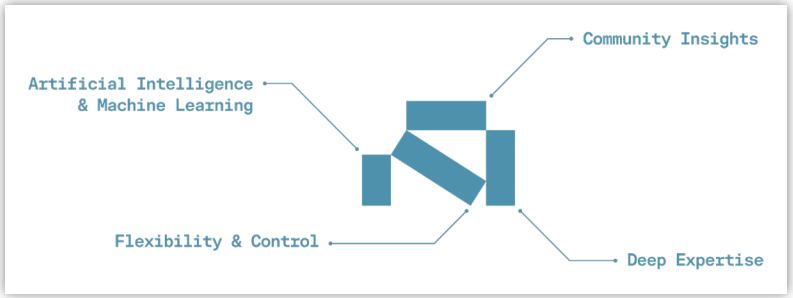

Unlike competitors offering black box solutions that rely solely on algorithms, **Accertify's** solutions balance the power of artificial intelligence with human intelligence.

Solutions and Functionality

The **Accertify** fraud platform is a software-as-a-service offering that allows clients to adapt their fraud-screening strategy in real time. It utilizes advanced artificial intelligence, machine learning models, configurable fraud and policy rules, and extensive reputational community data. The platform performs real-time risk assessments, and it offers a wide variety of pre-integrated connections to third-party data providers. **Accertify's** fraud platform includes core functionalities such as:

Machine learning powered by dynamic risk vectors: Machine learning capabilities power the creation of new predictive data elements for use in industry models. These elements capture community intelligence in a fundamentally new way, making it possible to:

- Identify consistency versus change across transaction elements to reveal threats
- Make dynamic updates to key data features as the risk grows or diminishes
- Use targeted community intelligence to bring additional knowledge to clients' transaction decisioning outside of their business interactions

Scoring: At its core, the fraud platform is a data management tool. By offering a rich set of integrated machine learning models, pre-built rules, and condition checks, clients can implement a range of policy checks to live alongside their fraud screening strategy. Designed for simplicity, the interface lets business users fine-tune risk parameters and evaluate outcomes.

Accertify, Inc. ("Accertify")

Case Management: The fraud platform offers clients a configurable tool that can be used to analyze data, assess risk, and report and manage fraud risk screening. While most of the traffic is managed via a machine-learning and rules-based approach, the case management system allows clients to build workflows that suit their team's structures and support their Service Level Agreements (SLAs).

Fraud & Abuse Prevention Highlights

2025 Highlights

- **Accertify** protected more than 10B transactions, worth over $1.2T USD.
- **Accertify** helped clients prevent 30.7M distinct fraud and abuse attempts worth nearly $5.8B USD in total attempted risk.

Based on Accertify 2025 client data.

2025 Cyber Week Highlights

- **Accertify** protected 107M transactions worth $12.9B in retail transactions alone.
- **Accertify** processed a peak of 2708 transactions per second.

**Statistics derived from Accertify client data from Cyber Five 2025 (Thanksgiving through Cyber Monday).*

Accertify Account Protection

Recent data breaches have exposed billions of email addresses, passwords, and other personally identifiable information on the dark web. Malicious users harvest this data to execute sophisticated attacks designed to take over existing accounts or fraudulently open new ones. These acts are estimated to cost US firms over $5B annually[1]. To combat these problems, many businesses utilize several solutions to help prevent fraud, reduce loss, and enhance customer experience. However, juggling multiple vendors can be costly, can present a fragmented risk picture, and can introduce unwelcome friction for good customers.

Increasingly, businesses are choosing to partner with a company that provides an end-to-end solution across the entire customer journey. **Accertify** Account Protection monitors customer activity in environments with a focus on identifying risk associated with account takeovers (ATOs) and new account openings. The solution can detect loyalty account theft, bots, credential stuffing, promotional abuse, card testing, fake marketplace sellers, and other use cases, in real time.

Accertify Account Protection monitors each step of the user journey, from creating an account to logging in to making account updates. From the moment a customer enters the digital environment, Accertify Account Protection works in a frictionless

[1] https://securityintelligence.com/why-fraudsters-are-flying-high-on-airline-loyalty-programs/

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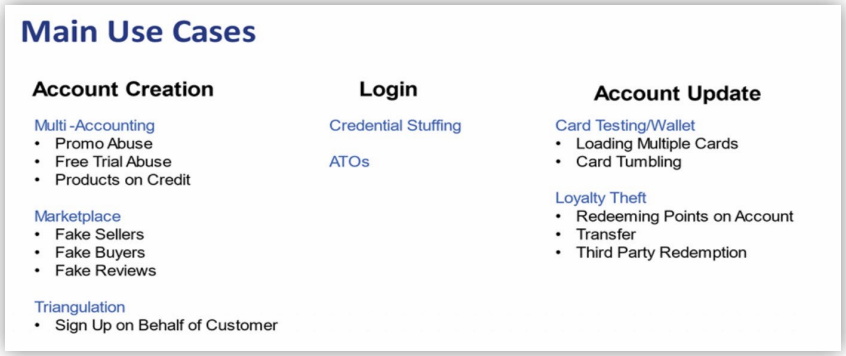
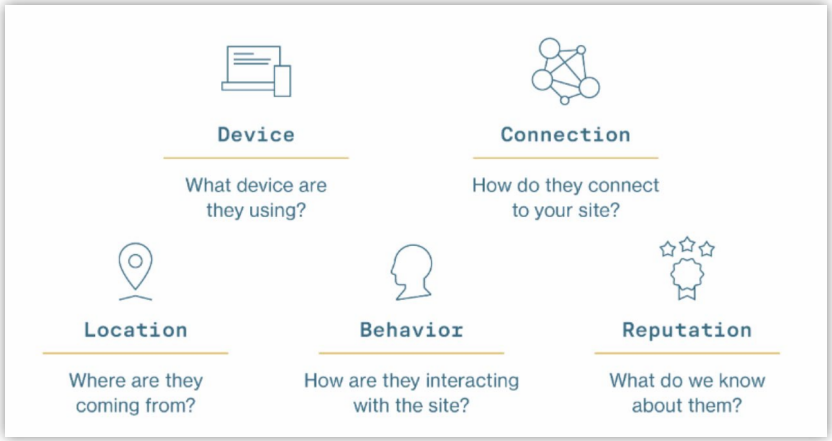
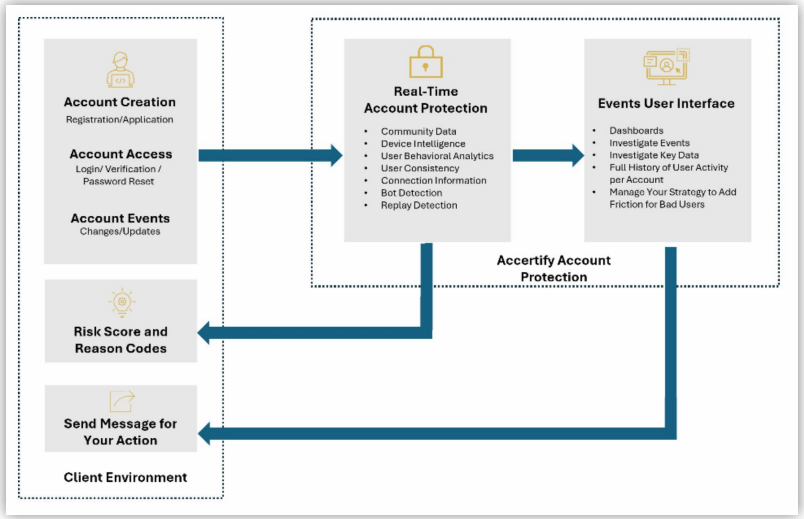


way to provide real-time end-to-end insights, distinguishing good from bad activity. **Accertify** Account Protection combines continuous monitoring and machine-learning algorithms to identify risky event activity when an event occurs, so clients can respond in real time.

Accertify Account Protection increases trust in an online transaction by answering these questions:



In addition, **Accertify** Account Protection provides a user interface, which allows clients to investigate suspicious activity and respond as they see fit.



Accertify Account Protection monitors data and behaviors about the user and returns a risk assessment that is based on device, behavior analytics, consortium insights, and historical comparisons to look for consistency and anomalies. **Accertify** Account Protection can detect sophisticated bots and analyze the intention of the bot to allow good bots and deny bots used to commit fraud.

Accertify, Inc. ("Accertify")

Accertify's model can detect sophisticated bots that present human-like behavior by looking at behavior replays across users, which would be impossible for humans to recreate. **Accertify's** machine learning solution can detect bot attacks in real time so you can take action automatically to mitigate the attack, while easily being able to report on the attack utilizing the attack sate signal offered on Account Protection's dashboard.

Accertify Account Protection Event Highlights

- Over 1.63B events protected, 49.7%YOY growth.
- Over 84.5 million high-risk events identified, including over 75.2 million risky logins.
- Client base grew by 24% YOY.

(Based on Accertify Client Data from 2024-2025.)

Accertify CARE solution (Claims, Adjustments, Returns, and Exchanges)

First-party fraud takes on many forms. **Accertify** has noticed an increase in users abusing and manipulating processes in order to profit from retailers' operational refund or policy loopholes. Many merchants lack the data needed to identify those who exploit their return policies or those who make legitimate purchases but excessive returns. To address these growing problems, retailers need a solution to help prevent abuse without impacting the experience for good customers.

Accertify's CARE solution is a purpose-built solution that collects customers' return data and allows merchants to monitor, measure, and take appropriate action in real time or to prevent future returns abuse. The **Accertify CARE** solution expands the capacity of the fraud platform to identify risks associated with post-fulfillment adjustments, such as claims, adjustments, refunds, returns, reshipping, and exchanges. The **Accertify CARE** solution provides current **Accertify** fraud platform users with a dedicated API and a unique endpoint to send post-fulfillment adjustments to transactions previously imported by the fraud platform.

Accertify's CARE solution gathers, stores, and analyzes transactions to produce an assessment of the level of risk of the CARE adjustment and evaluate whether to accept, reject, or manually review. **Accertify CARE** data is stored in a parallel virtual table and compared across multiple keys so that, when manually reviewing future transactions, the client can make efficient real-time comparisons between adjustment data and transaction data.

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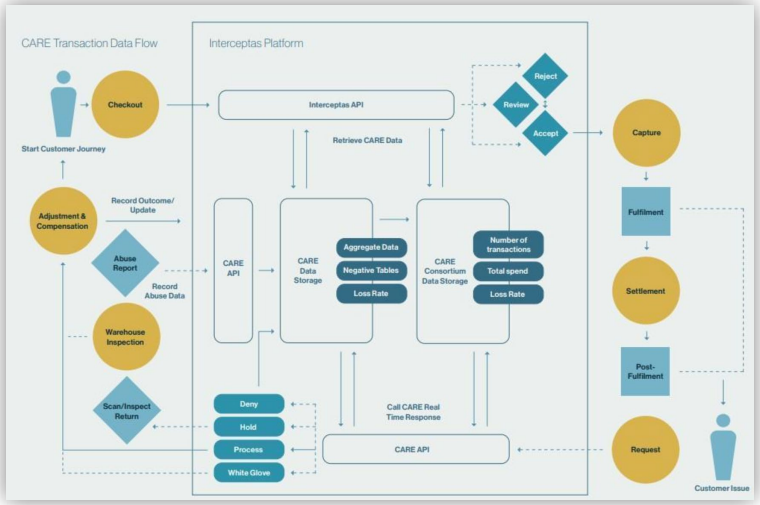


Process Flow

Accertify Device Intelligence analyzes devices and associated identities transacting across digital channels via mobile applications and mobile and desktop browsers. The Device Intelligence platform helps clients verify identity, assess, and mitigate risk in real time while optimizing the customer experience.

A Software Development Kit (SDK) can be incorporated into mobile applications to access detailed mobile device information. More than a hundred device attributes and operating system attributes can be collected and analyzed to produce a persistent device identifier that is resilient to tampering, application uninstall/reinstall, and OS upgrade.

Core features include:

- **Malware and Crimeware Detection:** Analyzes connected devices to detect known malicious applications and criminal tools, such as location spoofing and IP address proxy apps. Malware files are dynamically updated without client interaction.
- **Rooted/Jailbroken Detection:** Protects against increasing—and increasingly complex —rooting methods used by fraudsters, such as cloaked root, through advanced root and jailbreak detection.
- **Trusted Path:** Security architecture prevents interceptions by providing a complete secure path to transport sensitive information, encrypted end-to-end, signed, and digitally protected against replay attacks. Trusted Path securely communicates sensitive messages.
- **Secure Messaging:** Secure means of delivering contextual two-factor authentication (2FA) messages to a registered device through the SDK and secure Trusted Path that cannot be read by any other device, intercepted, or replayed. This can be a stand-alone offering.

JavaScript collectors can be incorporated into any relevant web page to access detailed browser session information. Hundreds of attributes can be collected and analyzed to produce a persistent device identifier and identify potentially fraudulent behavior.

Accertify, Inc. ("Accertify")

Accertify's browser fingerprint "recipe" determines how well devices are differentiated from each other, allowing any client to seamlessly authenticate users with less friction by minimizing collision rates and maximizing fingerprint longevity.

Accertify User Behavior Analytics (UBA) offer clients the ability to track how their customers interact with the clients' environment using their UBA solution. By analyzing behavioral signals from users as they interact with client's websites, UBA can help distinguish good users from fraudsters and detect suspicious activity from humans or bots. The solution provides risk ratings and includes visual representations of a user's journey through a website, including measurements of length of time spent per page, mouse movement, keystroke dynamics, and pasting or auto-filling data into forms.

Accertify's enhanced link search functionality gives the client the ability to search for historic linkages that can clarify whether an event is out of pattern or is evidence of a loyal, repeat customer. The capability is flexible in what values can be displayed and searched and offers power users the ability to perform batch exports, execute data pivots, and bulk resolution capabilities.

Clients can test and simulate a condition or conditions using the **Accertify** Rules/Conditions Testing "sandbox." The functionality in the sandbox provides the ability to look historically and get an

analysis of a proposed rule change. For testing conditions on current and future transactions, a client can run tests in the production environment and set a passive score where it would not affect the outcome.

Accertify's Profile Builder identifies real-time patterns and trends through the dynamic summarization of data. Gives real-time insight at the transactional level to discern fraud rates, track new product launch limits, monitor account usage, analyze customer buying patterns, and uncover organized fraud rings. In real time, Profile Builder monitors summarized fraud rates at the product/SKU level, across airline route networks, at events/locations, against a specific entertainment genre, or any number of similar entities.

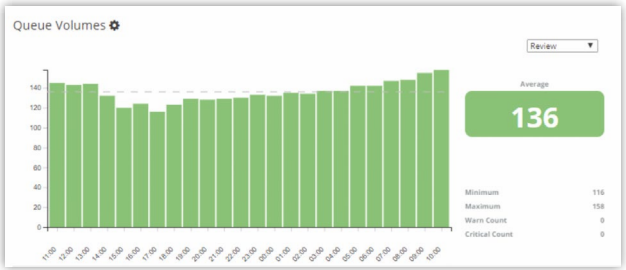
The complementary **Accertify Payment Gateway Module** is for clients seeking a singular platform for payments and fraud. The

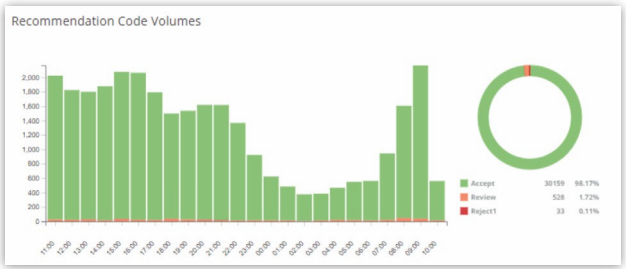
module is processor-agnostic, giving merchants the flexibility to select different processors for different payment types, and it provides easy connectivity to multiple acquirers globally.

Reporting:

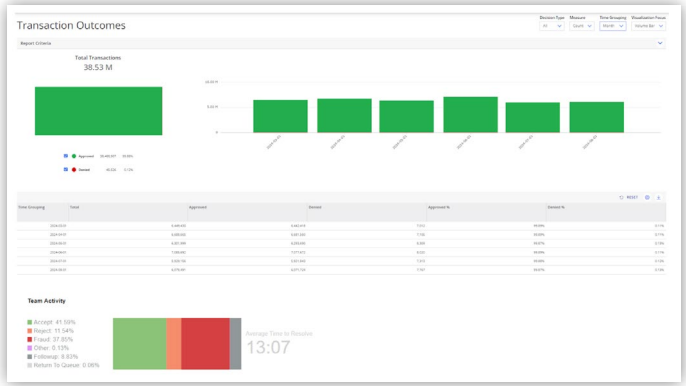
Accertify offers three types of reports.

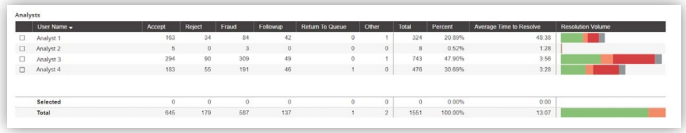
1. **A Landing Page Dashboard:** These are “heartbeat” views of platform statistics—including fraud, chargebacks, and performance—individually and across the team.



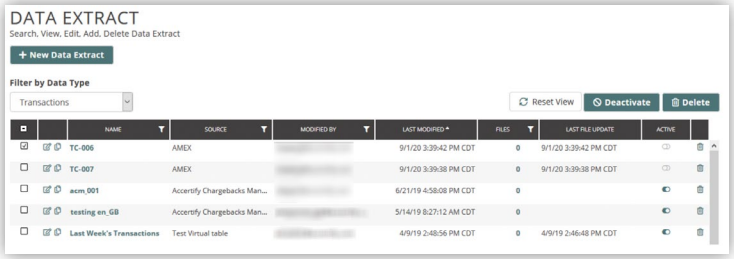


2. **Enterprise Reports:** These allow a client to input criteria parameters to specifically drill down and show different types of performance. Examples include monetary metrics, chargebacks, analyst decisioning, rules performance, and more.





3. **Report Builder:** This reporting suite allows clients to create either one-time or recurring scheduled reports where they can extract large amounts of data. Reports generated via the



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Data Extract Utility feature can be securely exported onto the client's systems where they can use their own software to look for trends or report to their own internal teams. More advanced features include data pivots and exports to Excel format.

Other Accertify Services Offered:

Accertify's global team of artificial intelligence and machine-learning experts and data scientists build industry-leading machine learning models, backed by **Accertify's** network of reputational community data to which some of our merchant clients consent to contribute. These models provide clear, defensible reason codes that detail insight into the factors driving the model decision.

Accertify's experts also provide client consultation, listening to clients' needs, sharing insights, and designing a set of machine-learning-based solutions. Their research and development focus on pioneering new machine-learning techniques, as well as analyzing new data streams to provide clients with new data insights and predictive risk behaviors.

A global team of Client Success Managers are responsible for assisting each client in achieving their fraud and chargeback goals. This team is primarily composed of former fraud-prevention leaders for the most recognized brands in the world and possess extensive first-hand fraud and chargeback experience. Client Success Managers have a deep understanding of the **Accertify** Fraud and Chargeback Platform and understand how it can be deployed to solve complex challenges. The team stays closely aligned internally to ensure clients are aware of new features and functionalities.

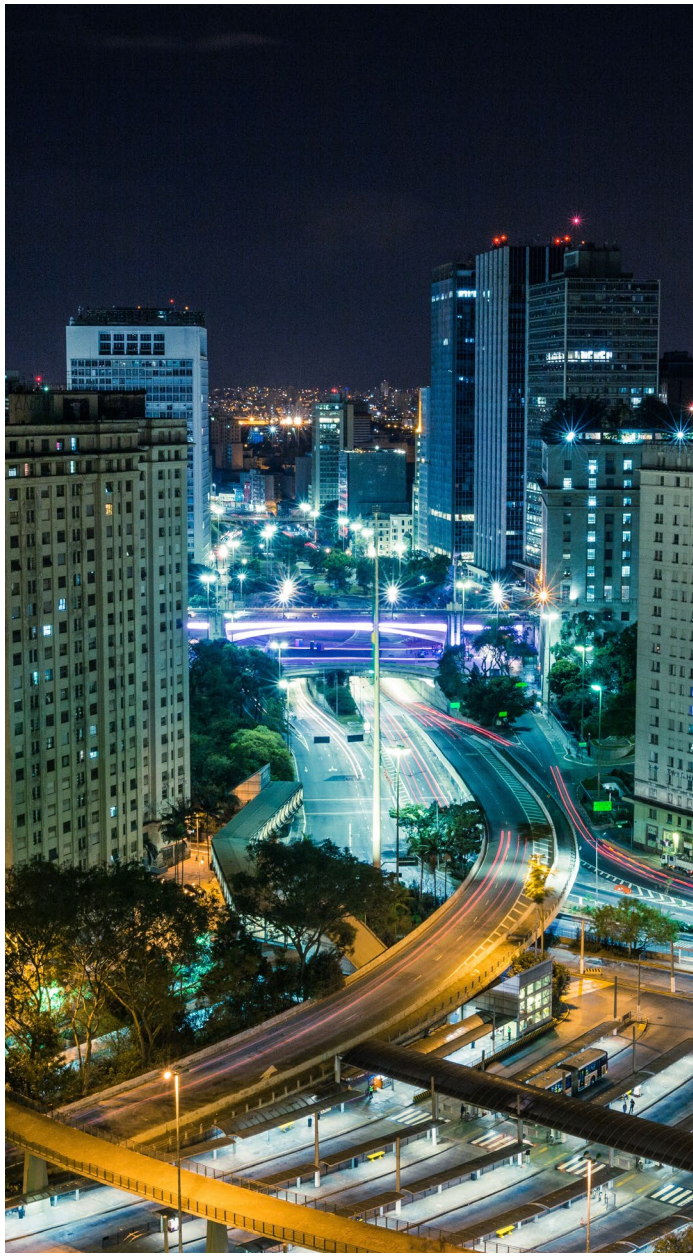
Through Strategic Risk Services, the team provides direct operational management of a client's fraud and/or chargeback processes through the fraud platform. They become an extension of the organization by providing experienced and comprehensive consultation, geographical coverage, and SLA management.

A dedicated Support Services team stands by. By completing rigorous platform and technology training, **Accertify's** multilingual team's extensive fraud prevention, chargeback management, and client success experience ensures success. In addition, through a secure web portal, they offer a set of user-friendly support resources to further support clients.

Finally, **Accertify** offers a wide range of professional services designed to help clients optimize fraud prevention, chargeback management, and payments performance. The Professional Services team brings years of industry expertise and know-how as former fraud and chargeback managers, Certified Fraud Examiners, online technology experts, statisticians, and professional trainers.

Chargeback Management & Platforms

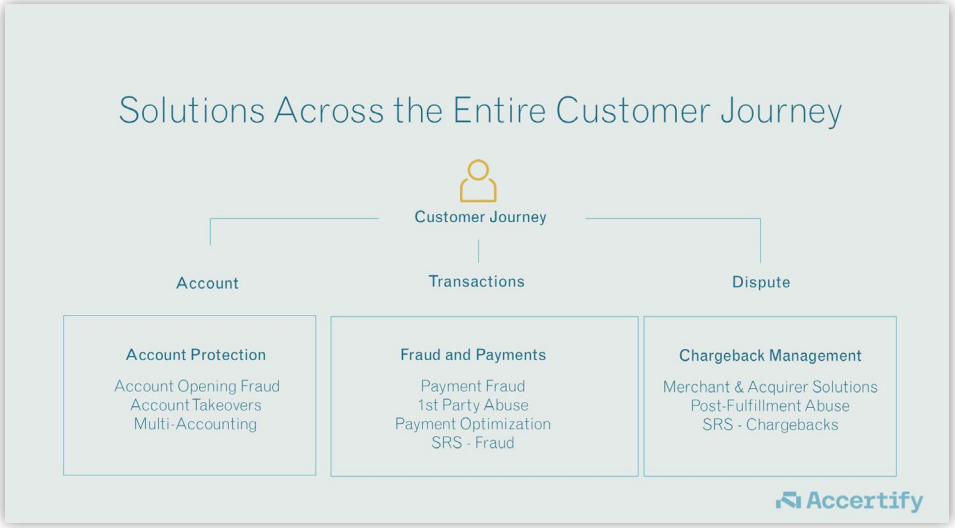
Chargebacks are just one of the many risks that threaten a business's success, but they also happen to be the most dangerous. If left unchecked, chargebacks steal profits and threaten a business's longevity. These solution providers can help increase your chargeback representment win ratio while lowering the cost of chargeback management. The breadth of services can range widely—some services simply provide tips on how to address inbound chargebacks, while others offer fully outsourced and fully integrated options. And many offer everything in between. These services blunt the overall impact of chargebacks whether the fraud is classified as malicious, friendly, affiliate, or otherwise.



Accertify Chargebacks

Accertify understands that customer expectations are ever evolving and so is fraud. Today's online consumers expect to be recognized and rewarded as loyal customers. They want to transact with a single click from any device and feel confident their account is secure. At the same time, each online event exposes your organization to reputational and financial risks that can have a material impact.

Trusted by many of the largest companies globally, **Accertify** is a leading digital platform assessing risk across the entire customer journey, from account monitoring and payment risk to refund fraud and dispute management. Accertify built a comprehensive platform with integrated solutions across the entire customer journey, letting organizations see the complete picture and proceed with confidence. **Accertify** can help reduce the need to juggle multiple vendors and decipher fragmented risk scores that result in unwelcome friction for customers.



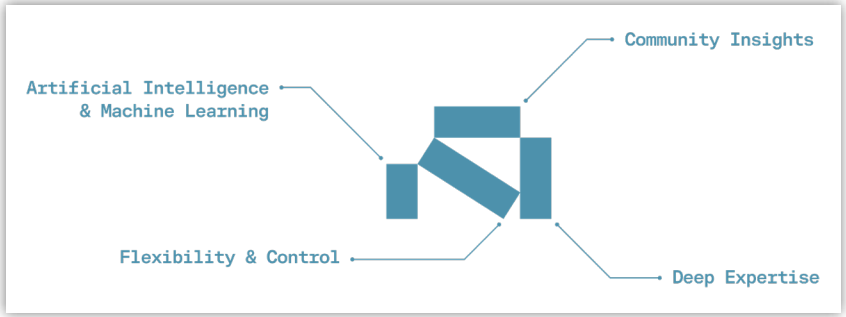
At a Glance:

- Operational Support
- Payment Gateway Capabilities
- 3rd Party API Capabilities
- Professional Guidance/Services
- AI Powered
- Pre-Authorization Functionality
- Fraud Engine/ Platform Functionality
- Account/Client Management
- Historical Sandbox Testing

Accertify Chargebacks

Accertify serves your risk strategy and business objectives with:

- Artificial intelligence (AI) and machine learning
- Community insights from global network
- Significant level of industry knowledge
- Flexibility and controls that adapt to suit clients' needs



Accertify® Chargeback Management Module

Unlike competitors offering black box solutions that rely solely on algorithms, **Accertify's** solutions balance the power of artificial intelligence with human intelligence.

Accertify offers a Chargeback Management Module that has been live and processing chargebacks since 2011.

Accertify is a Payment Card Industry Data Security Standard (PCI DSS) Level 1 validated service provider and SOC 2 compliant.

The Chargeback Management Module can be used either as a standalone product or in conjunction with **Accertify's** Fraud platform.

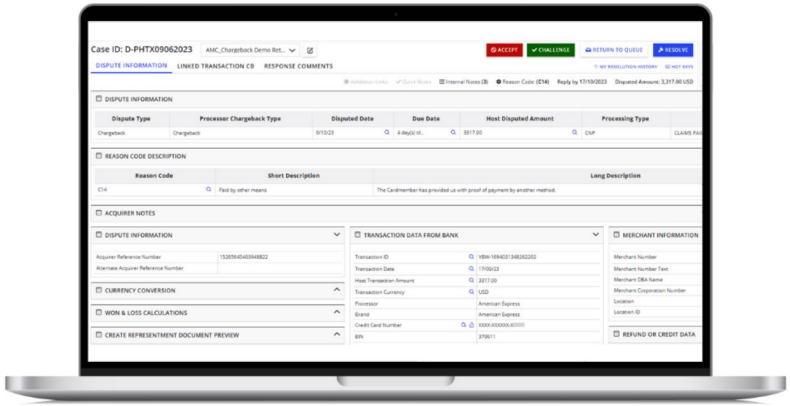


Figure 1: user interface

Accertify's Chargeback Management Module can reduce or fully remove the manual resources required to manage and respond to chargebacks by incorporating full or partial automation into the process. It offers a software-as-a-service platform that can be automated, manually managed by the client, or outsourced using Accertify Strategic Risk Services offering it. It is designed to meet merchants where they are on their current technology journey and allows them to evolve that journey as it fits within their roadmap.

Accertify Chargebacks

The platform offers:

AI and ML Capability: Accertify takes a technology-first approach using cutting-edge machine learning and AI technology to help manage chargebacks. The machine learning models consider chargeback data, purchase data, client history, and consortium data while incorporating the specific regulations from the card brands and the merchants' specific business policies to make the best decision about how winnable a chargeback is. Couple this with the use of AI technology to produce supporting documents, which focus on and highlight the pertinent information for the issuer, and you have an AI/ML human-led platform that automates and improves the entire chargeback process.

Automated Processor Integration: Accertify is integrated directly with most processors. This functionality allows for the majority of chargeback files to be automatically and systematically imported into the platform. In addition, chargeback responses can be automatically exported to integrated processors using similar technology.

Workflow Management: The platform has out-of-the-box workflows that help merchants manage chargebacks and chargeback-related procedures. It can create client-specific workflows based upon dollar values, chargeback reason, due date, client business needs, and other similar data points. It highlights the most important chargebacks to be worked on based on industry and client requirements. Examples of this include chargebacks on future flights, high dollar chargebacks, VIP loyalty customer disputes, most likely to win, etc.

Carrier Integration: This allows the user to quickly check the status of a delivery that was shipped to a consumer. This can be done manually, or it can be fully automated, streamlining the pulling of the proof of delivery information needed in the representment process. This integration works with over 1,000 shipping providers globally.

User Interface/User Experience: The user interface is always available, even in a full or partially automated setup. This access provides a way to manually include documentation via upload or copy/paste, and it provides a repository for supporting documentation and compelling evidence for representment. This ensures a full suite of capabilities to handle both full and partial automation and manual intervention needs without sacrificing accuracy or efficiency.

Web-Based Dashboards and Reporting: The reporting platform delivers end-to-end visibility into chargeback operations, empowering merchants to monitor performance, identify trends, and optimize team productivity. With interactive dashboards, detailed analytics, and secure data export capabilities, clients gain actionable insights to improve success and streamline workflows.

Accertify Chargebacks

Trend & Insight Reporting

The reporting package provides a big-picture view of chargeback operations through intuitive dashboards.

- Landing Page Dashboards: Show trends for items yet to be decisioned, recently worked items, and a 12-week or 12-month win/loss analysis.
- Deadline Monitoring: Highlights chargebacks nearing reply-by dates and recent work activity, helping merchants manage inventory and stay on top of timelines.
- Future Activity Identification: Highlights of chargebacks related to events in the future such as travel, event ticketing, and pre-orders.
- Trend Analysis: Data can be grouped by reason code, brand, and processor to identify patterns and inform strategy.

Analyst Performance

The platform enables detailed evaluation of team productivity and success if required:

- Filter Options: Users can select filters such as load/resolution/sale date, agent identifier, and reason code group.
- Performance Metrics: Win/loss success ratios are displayed by dollar amount, case count, and percentage for manually reviewed cases versus total accepted cases.
- Work Duration & Interaction Tracking: Shows who last interacted with a chargeback and calculated average work duration for a specified period.

Integration with Clients Business Intelligence Tool

For advanced analysis and internal reporting, the platform offers secure data export capabilities:

- Customizable Extracts: Clients define the data to be extracted and run it immediately or schedule it for later use.
- Seamless Integration: Enables merchants to leverage their own business intelligence tools for deeper insights and reporting.

Solution Integration

Accertify Chargeback Management Module is directly integrated with the Fraud platform, and information is automatically populated into the **Accertify** Chargeback Management Module and vice versa. The Fraud platform and Chargeback module form a symbiotic relationship. They seamlessly leverage and benefit from one another by staying synchronized and realizing their maximum potential through direct data sharing.

Accertify is seeing an increase in users seeking a vendor that supports an overall fraud strategy that includes both a chargeback management solution and a fraud detection solution. A rapid feedback loop from chargeback management is a critical

Accertify Chargebacks

component of the fraud strategy. Having a more closely integrated fraud and chargeback management solution can lead to more optimized fraud outcomes and (in many cases) improved win rates. Vendors that handle both fraud prevention and chargeback management create a feedback loop:

- Fraud signals inform dispute strategies
- Dispute outcomes refine fraud models – only solution providers with integrated chargeback and dispute solutions on the same platform have access to the "truth" they need to update models in real-time
- Friendly fraud chargebacks have become easier to spot

When combining fraud and chargeback management with the same vendor, dispute win rates typically improve. This is because a strong fraud strategy reduces fraud-related chargebacks (which can be difficult to win), shrinking the denominator, and boosting overall win rate.

If you are not a Fraud client, **Accertify** supports direct integrations to merchant CRM systems, which allows the platform to provide the same level of automation and data as our joint solution provides.

Accertify also partners with Ethoca, Verifi, and American Express to enable pre-chargeback capabilities related to dispute deflection, transaction clarity, and chargeback alerts. This allows clients to react to change faster, including potentially avoiding the chargeback by stopping shipments, issuing refunds, improving fraud prevention rules and strategies, and enhancing model performance. If executed effectively, this strategy can be applied while providing an enhanced customer experience.

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Paladin Fraud would like to thank all of the participating vendors for their time and availability during the discovery and post-writing processes.

We also would like to remind all readers of this report that they can email us at info@paladinfraud.com to let us know which vendors they would like to see participate in the report next year.