



How payment and fraud prevention tools can help your business grow

How to prepare your enterprise for growth.



Contents

| | |
|--|----|
| Get your business ready to grow | 3 |
| The new world of payments | 5 |
| Beating fraud and the fear of fraud | 8 |
| Considerations to scale your business | 11 |
| For eCommerce businesses | 12 |
| For gaming businesses | 16 |
| For a SaaS or services business | 18 |
| For direct sales businesses | 20 |
| For an insurance business | 22 |
| Choose a strategic partner with enterprise-grade support | 24 |

**Get your business
ready to grow**



Get your business ready to grow


Growth creates business value. Businesses that outperform their competitors create 30% higher returns to shareholders.¹

But managing and sustaining growth is one of the biggest challenges facing any business. As McKinsey reports, success requires a combination of dogged persistence and nimble execution.²

Whether domestic or international, as you enter new markets and add new customers you need to be confident that they will enjoy the same levels of quality and service that attract your existing customers.

Often, that means finding the perfect partner in every area of your operations so that you are free to focus on what you do best.

In this guide, we'll look at some cornerstone areas that are essential to get right before you can successfully scale your enterprise.



“The user experience in terms of usability, trust, and flexibility is everything, especially for the digitally native consumer. The experience PayPal helps us provide is beating all consumer expectations.³”

David Oksman,
Chief Marketing Officer,
Samsonite

1. McKinsey (2021), [Seven principles for achieving transformational growth](#).

2. McKinsey (2021), [Seven principles for achieving transformational growth](#).

3. PayPal, Samsonite case study (2021), [How PayPal Pay in 4 helps Samsonite deliver a stellar customer experience](#).

The new world of payments



The new world of payments

Every purchase needs a payment. It's the point where your customers make their final commitment and trust your brand to deliver. And it's critical to get right. No glitches, no delays, no hassle, nothing that might shake a new customer's confidence. Any friction will quickly show in lost revenues and lower growth.

The impact of friction at checkout:

4-10%

increase in online cart abandonment if you fail to offer customers' preferred payment method.⁴

1 in 5

abandon online transactions because the checkout process is too long or complicated.⁵

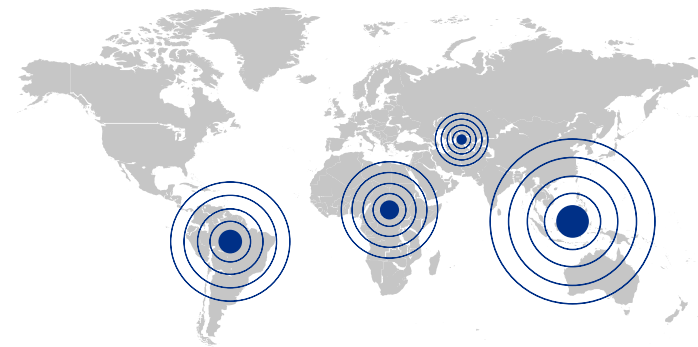
80%

stop transacting on sites with poor user experience.⁶

A new world of choice

When it comes to payments, your customers have more choice than ever before and they're moving to more modern ways to pay. In fact, the global use of cash for in-store purchases fell by nearly a third (32.1%) in the last year.⁷

Cash is being replaced by digital wallets and other, next-generation, payment methods. The number of digital/mobile wallets in use is forecast to reach 4.8 billion (nearly 60% of the world's population) by 2025.⁸



Fastest growing regions for mobile wallets and their overall growth rate by 2025.⁸

Southeast Asia – 311%
Latin America – 166%
Africa & Middle East – 147%

Already the world's preferred method for online payments (with 44.5% of eCommerce transactions volume⁹), digital wallets are expected to overtake cash and cards for in-store payments as well.

⁴. Mercator Advisory Group (2020), [Are you maximising your revenue potential?](#) ⁵. Baymard Institute (2021), [44 Cart Abandonment Rate Statistics](#). ⁶. HubSpot (2021), [The Hard Truth About Acquisition Costs](#). ⁷. FIS Worldpay (2021), [The 2021 Global Payments Report](#).

⁸. Global Newswire (2021), [Study: More than half of the world's population will use mobile wallets by 2025](#). ⁹. FIS Worldpay (2021), [The 2021 Global Payments Report](#).

The **Asia-Pacific (APAC)** region is a leader in the use of digital payments. Already, nearly half (46%) of APAC's online population regularly uses digital wallets and, in 2020, the region accounted for 45% of total globally registered mobile money accounts.¹⁰

In **China**, mobile wallet penetration is set to reach 98.6% of the population by 2025, with a total transaction value of \$337 trillion.¹¹

In 2020, **Hong Kong** had the world's highest rate of mobile wallet adoption at 85% penetration rate.¹²

In **Japan**, mobile wallet penetration is set to reach 91.1% of the population by 2025, with a total transaction value of \$5.5 trillion.¹³

In **Singapore**, mobile wallet penetration is set to reach 94.7% of the population by 2025, with a total transaction value of \$8 billion.¹⁴

Whichever business sector you're in, customers are quickly moving to more modern ways to pay. Digital wallets, contactless payments, QR codes, instant payments and buy now pay later (BNPL) options are bringing choice, speed and convenience. What's more, customers are quickly moving on if they don't get the experience they expect.

To scale your enterprise, you need to stay ahead of expectations and meet the emerging demands of your customers as you enter new markets. Not having the right infrastructure can also add complexity and cost to your operations.

One solution is to work with a strategic partner like [PayPal](#) that gives you a single point of entry to payments expertise, tools, technology and data that can help your business grow.

PayPal helps large businesses to stay agile and ahead of trends with modular solutions that are easy to operationalise and integrate with your existing enterprise systems.

What's more, businesses using PayPal can switch on additional payment methods when required, without the need for any redevelopment or reintegration of their payment solution. That makes it easy to meet – or stay ahead of – fast-changing customer expectations.

10. Capgemini (2021), [World Payments Report 2021](#).

11. Boko (2021), [Mobile Wallets Report 2021](#).

12. Yahoo!Finance (2021), [Global Mobile Payment Methods 2021 Post COVID-19](#).

13, 14. Boko (2021), [Mobile Wallets Report 2021](#).

Beating fraud and the fear of fraud



Beating fraud and the fear of fraud

Cybercrime costs the world nearly US\$1 trillion per year.¹⁵ It is an enormous, well organised and sophisticated concern that uses dark web, crime-as-a-service functions to become ever more successful.

In 2020, nearly 4 in 10 businesses worldwide lost at least 6% of their revenue to payment fraud.¹⁶ And, every dollar lost to fraud costs around 3.3 times as much in time and other expenses.¹⁷

According to the Cybersource 2021 Global Fraud Report,¹⁸ experience of fraud is highest for enterprise business in the Asia-Pacific (APAC) and Latin America (LATAM) regions.

Globally, 82% of enterprises reported an increase in fraud attempts compared to 80% of mid-market businesses and 62% of SMBs.

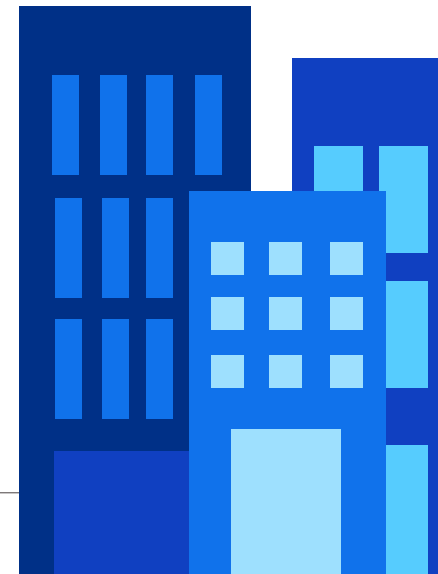
86% of businesses in APAC and 79% of businesses in LATAM registered increases in fraud compared to just 77% in Europe and 68% in North America.¹⁹

Businesses in the APAC region lost 4.0% of eCommerce revenue to payment fraud, while businesses in LATAM lost 3.7%. In North America and Europe, this was just 2.6% and 3.2% respectively.²⁰

The damage to your business growth from payment crime is even greater than the cost of dealing with fraudulent transactions.

Every time your fraud prevention system falsely rejects a valid payment, you lose revenue. In recent research, [Mercator Advisory Group](#) found that improving payment approval accuracy by just 2% could translate to more than a million dollars in previously unrealised revenue.²¹

Then there's the intangible cost of lost consumer confidence and possible damage to your business reputation.



4 in 10

global businesses lost 6% of their revenue to payment fraud in 2020.¹⁶

¹⁵. Center for Strategic & International Studies (2020), [The Hidden Costs of Cybercrime](#). ¹⁶. FIS Worldpay (2021), [Global payment Risk Mitigation](#).

¹⁷. LexisNexis (2020), [2020 True Cost of Fraud Study – E-Commerce/Retail Report](#). ^{18, 19, 20}. Cybersource (2021), [2021 Global Fraud Report](#)

²¹. Mercator Advisory Group (2020), [Are you maximising your revenue potential?](#)


The advantages of advanced risk management

To combat high-tech fraudsters, you need advanced tools. Often, legacy fraud prevention tools have struggled to keep pace with the sophistication of today's international fraud industry and many businesses are moving to adaptive risk management solutions like [PayPal's](#).

In fact, 60% of organisations that use automation, machine learning, or behavioural analytics agree that AI technologies are essential for detecting online fraud incidents.²²

Powered by machine learning and trained on huge volumes of real-time data, PayPal's risk management is a fast, agile and effective way of managing fraud risk.

In the past three years, using its advanced fraud prevention technology, PayPal has been able to improve its global authorisation rate by more than 300 basis points (bps) for its branded processing.²³ For new users signing up for PayPal, authorisation rates have been improved by an average of 600 bps.²⁴



Higher payment approval rates mean more revenue, higher growth and happier customers.

²². Ponemon Institute for PayPal (2021), [The Real Cost of Online Fraud](#).

^{23, 24}. PayPal (2020), [How Data Science, Machine Learning and Artificial Intelligence Lead to Higher Authorization Rates](#)

Considerations to scale your business



Considerations for eCommerce businesses

One of the easiest ways to grow an eCommerce business is often to target existing customers. After all, eCommerce businesses have the data and technology to create a dialogue with past customers and entice them back with special offers. Here are other considerations for growth.

Loyal customers can be worth **10x** the value of their first purchase.

The probability of selling to an existing customer is

60-70%

compared to just 5–20% for a new customer.²⁵

²⁵ SocialB Digital Marketing (2021), [10 Tips to Increase Ecommerce Sales in 2021](#).

Boost your cross-border customer experience

Entering new markets means meeting customer expectations while also navigating different regulatory environments, managing risks and reducing costs.

Simply accepting local currencies is no longer enough. To win customer confidence and deliver the experience they expect, your enterprise needs to offer relevant local payment methods and globally accepted digital wallets, while ensuring compliance with local standards.



International, cross-border eCommerce is expected to be worth US\$2.2 trillion by 2026, growing by a compound annual rate of 17.4%.²⁶

As your business expands into new international markets, it's important to work with global payment partners. Experienced international partners will ensure that payments and approvals are routed in the optimal way to reduce delays and minimise false declines.

[PayPal Commerce Platform](#) gives you access to over 400 million active users worldwide. It enables you to offer customers a secure and trusted way to pay with PayPal, on top of their favoured local payment channels, all via a single e-payment system.

In addition, enterprise customers enjoy support from local teams with global knowledge to help you navigate evolving regulatory and compliance landscapes with ease.

To improve your cross-border customer experience, you should consider every customer-facing function in your business. For example, you may need to review your international logistics to ensure that customers have access to the tracking information they expect.

International customers are often cautious about buying from an unknown site, so it's important to provide easily accessible customer service options such as live chat, email and telephone contact numbers. These will help customers find answers to any questions or concerns they have. Simply making these services obvious on your site can help build customer confidence.

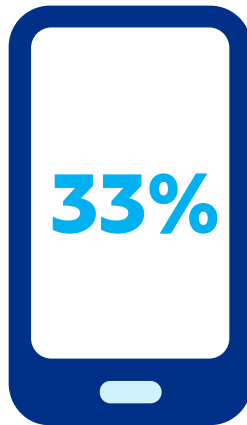
²⁶. All The Research (2021), [Cross-Border E-commerce Market is Expected to Reach US\\$2,248.57 bn by 2026](#).

Be mobile ready

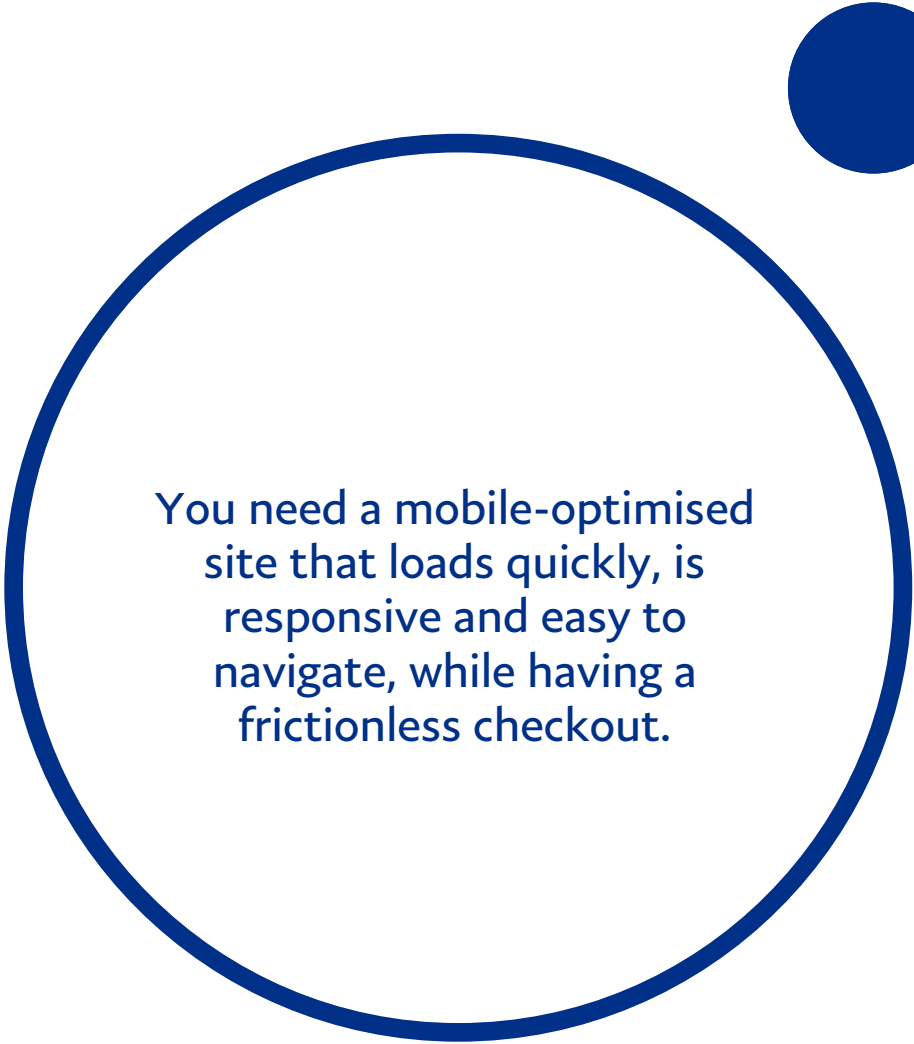
There are now 6.4 billion smartphone users in the world,²⁷ so it's no surprise that mobile is the world's favourite way to shop. Already, one third of consumers shop on their mobile phones weekly or more frequently.²⁸

To meet customers' expectations, you need a site that is optimised for mobile devices. That means it needs to be fast-loading and mobile responsive. Navigation needs to be obvious and easy and, critically, the checkout process needs to be quick, secure and simple.

To deliver on those expectations, integrating a payment solution, like [PayPal Checkout](#), can help give mobile shoppers a frictionless and secure experience.



33% of consumers shop on mobile every week.²⁸



You need a mobile-optimised site that loads quickly, is responsive and easy to navigate, while having a frictionless checkout.

²⁷. Ericsson, via Statista (2021).

²⁸. PwC (2021), March 2021 Global Consumer Insights Pulse Survey


Build trust and confidence

Customers are increasingly concerned about online crime. While 60% of consumers globally say they have higher expectations for their online experience, 55% say that security is now their top priority.²⁹

Even the biggest brands need to help customers have the confidence and trust to spend money on their sites, especially if you are entering markets (demographics or geographies) where your brand is relatively unknown.

That means making your contact details and policies clear and easy to find. It also means displaying trust seals and messaging that can instill confidence in a new customer. These include security badges, professional memberships and trusted payment solutions like PayPal.

In fact, customers are 2.8x more likely to convert when PayPal is visible at the checkout stage and eCommerce businesses see a 28% increase in checkout conversion when PayPal is selected.³⁰



“One of the main points of choosing PayPal was their ecosystem. PayPal is much more than a payment gateway, it offers a sense of security for our customers and that is definitely an enabler for them to purchase.”

Andreas Schenk,
Director and Cofounder,
CyberPuerta

²⁹. Experian (2021), [2021 Global Identity and Fraud Report](#).

³⁰. Nielsen study for PayPal (2021), [How PayPal Helps Drive Revenue Growth and Boost Conversion, Spend & Satisfaction](#).

Considerations for gaming businesses

Computer gaming has some unique payment and fraud-risk characteristics that can affect its ability to scale.

The global market for computer gaming is set to generate \$175.8 billion in 2021 and exceed \$200 billion in 2023.³¹

The APAC region has the largest market share with the number of mobile gamers reaching 250 million in 2021.³² China, Japan, South Korea, Indonesia and Australia are all in the global top 10 for mobile game revenues.³³

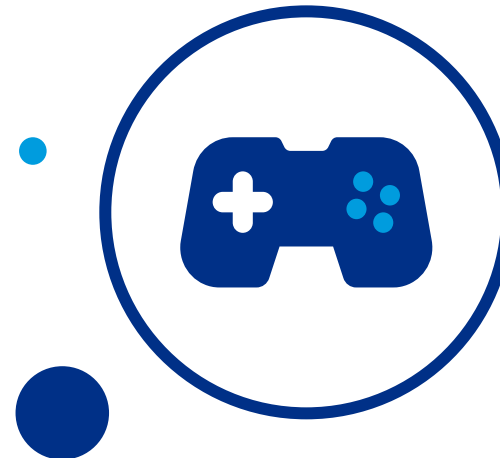
Latin America has some of the fastest growing markets for online gaming.³⁴

However, as you plan to scale your gaming enterprise, it's important to consider the following.

Make your payments fast and easy

In gaming, speed is everything. In-the-moment gamers don't want to be hindered or distracted by cumbersome payment processes. That's why 1 in 4 online players prefer [PayPal](#).³⁵ From paying for in-app purchases like skins, characters and DLCs, to signing up for Internet tournaments, PayPal works seamlessly across every top platform.

Online gaming has an international audience, so your payment solution needs to reflect the ways your customers prefer to pay, whether that's an international, mobile wallet like PayPal or Apple Pay, locally preferred payment cards or alternative methods of payments. Solutions like [PayPal Braintree](#) enable you to switch on different payment methods as your growing market requires and when available.



1 in 4
online gamers prefer
PayPal for faster
payments.³⁵

³¹. NewZoo (2021), [Global Games Market to Generate \\$175.8 Billion in 2021...](#)

^{32, 33}. Transperfect (2021), [What Does Global Gaming Industry Growth Look Like in 2021?](#)

³⁴. Newzoo (2021), [Global Mobile Market Report 2021](#).

³⁵. PayPal (2021), [Game on with PayPal](#).

Defend against fraud

With high transaction volumes and customers' emphasis on speed, gaming has always been an attractive target for fraudsters.

Common types of fraud in the sector include:



Friendly fraud

This is where customers dispute a legitimate transaction. Reasons can include confusion with a family member, regret from an impulsive purchase or simply because they don't remember it.



Card testing

Fraudsters test large volumes of stolen card details against low-value transactions to see which are still valid/active and can be used for larger transactions (or sold on). Online gaming is a popular place to do this.



Phishing and account takeover

Tricking customers into revealing their card or account credentials is common in online gaming, especially within multiplayer games. As well as targeting payment details, criminals are after the valuable in-game assets that gamers can accrue.

To protect your business, customers (and, of course, reputation), look for a payment partner that offers advanced, real-time fraud detection and prevention.

Considerations for a SaaS or services business

Customer retention is central to growing a SaaS business and payments can be a vital ingredient.

Businesses with above average retention rates grow nearly 50% faster than those below the median rate.³⁶

They are also more valuable. McKinsey found that SaaS businesses with a median net retention rate of 120% or more have a value of 21x revenue compared to just 9x for those below 120%.³⁷

One of the simplest ways to boost retention is to make it easy for customers to pay, and keep paying, for their subscription.



21x
revenue

The value of SaaS businesses with a median net retention rate of at least 120%.³⁷

The value of SaaS businesses with a median net retention rate under 120%.³⁷



9x
revenue

³⁶. SaaS Capital (2021), [2021 Private SaaS Company Growth Rate Benchmarks](#).

³⁷. McKinsey (2021), [SaaS and the Rule of 40](#).

Make subscription payments seamless

From initial onboarding to ongoing, regular subscriptions, payment technology is more central to customer experience in a SaaS business than any other.

The payment solution you choose needs to seamlessly handle all the flexibility of introductory offers, changing subscription rates and automatic renewals. And, it should enable customers to pay using their preferred payment method, wherever they are located.

Many SaaS customers are looking for mobile SaaS apps, so make sure your payment technology works equally well on a small mobile screen.

[PayPal Subscriptions](#) is designed for the demands of fast-growing SaaS businesses. It offers simple, powerful management, real-time reporting and all of the flexibility you would expect.

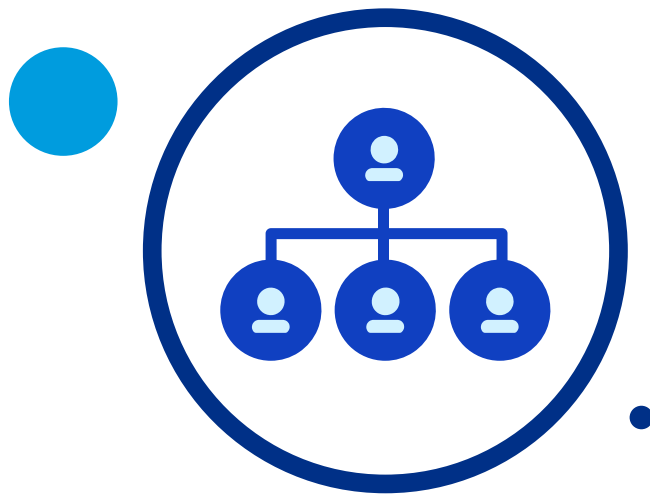
“PayPal enables us to charge each [customer] with his/her desired recurring amount, meaning the merchant can gradually extend their budget as their business grows. We have been using PayPal for 8 years now and our A/B tests show that offering PayPal as a payment method to our potential clients increases their conversion rate into paying clients by 33%.”

Yariv Dror,
Co-founder and CEO,
StoreYa.com

Considerations for direct sales businesses

Direct sales businesses often have unique payments requirements. Network agents need the ability to accept payments from customers through a variety of methods. They then require a convenient way to remit funds to the parent business.

During the global pandemic, direct sales grew and adapted to the evolving social situation. Consider the following points as you plan to continue scaling your direct sales business.



Enable multiple ways to pay

Direct selling networks now need more ways to pay and be paid.

Sales agents need to accept in-person payments by card, digital wallets (like PayPal, Apple Pay or Google Pay) or bank transfer. But many are also looking to accept payments online or over social media.

Sales networks are looking for better ways to receive agent payments.

Payment solutions like PayPal can be ideal as it supports multiple ways to pay and be paid. [Agents can accept card and wallet payments.](#) They can also easily send payment requests by email, SMS or social media. If necessary, they can create invoices on PayPal. PayPal supports card and wallet payments as well as popular alternative [payment methods.](#)

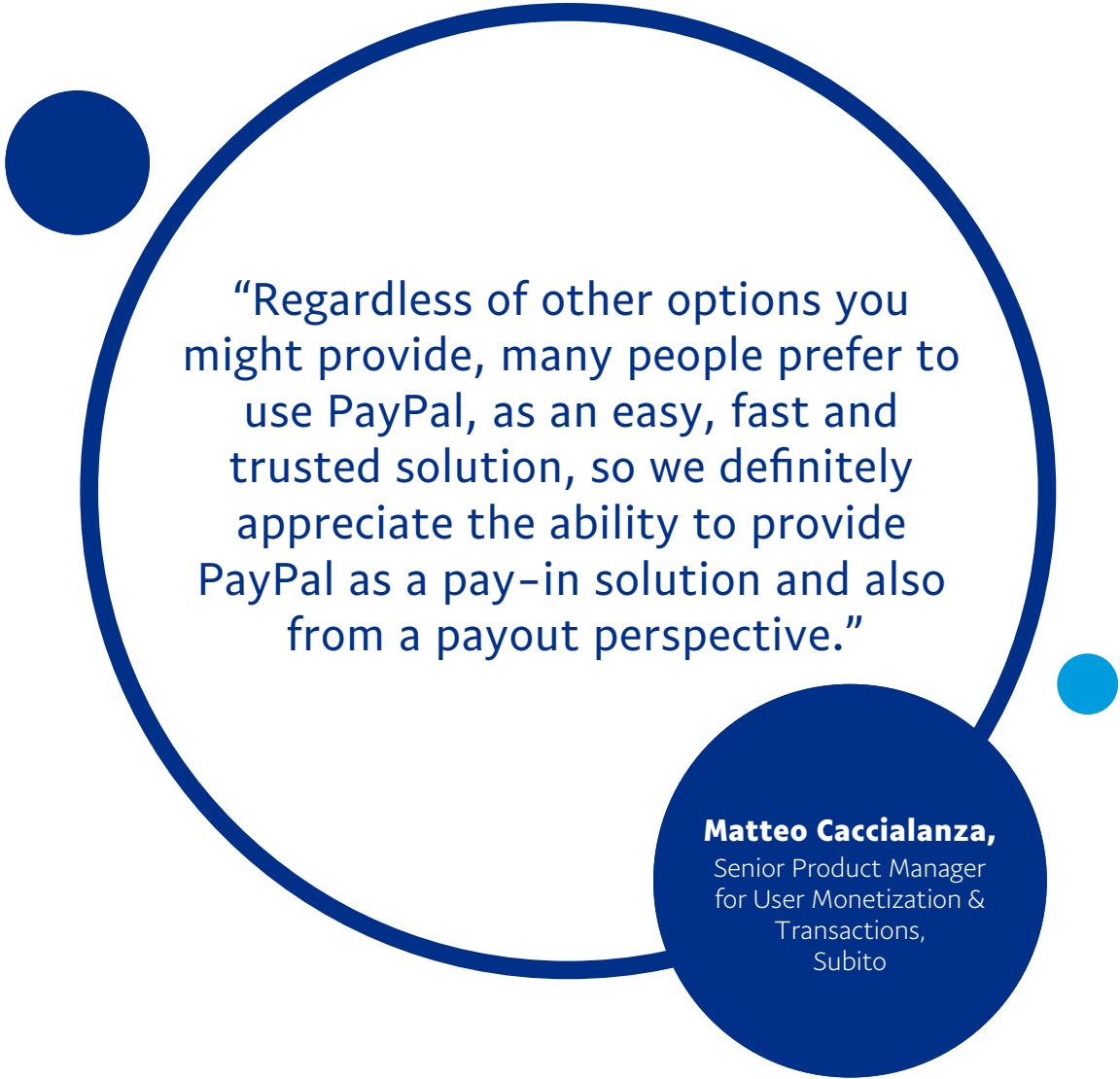
Agents can also use PayPal to pay the direct sales business or their other suppliers. With customer payments already in their PayPal account, many find this a faster and easier way to [make payments.](#)

Manage your cost of operations

In a growing business, it pays to keep your operations simple. Having a single partner, like PayPal, handling all of your sales transactions whether online or in-person helps streamline your back-office operations, making reporting and reconciliation faster and easier.

Fraud is an inevitable cost of business. In 2020, nearly 4 in 10 businesses lost at least 6% of their revenue to payment fraud.³⁸ Every dollar lost to fraud costs around 3.3 times as much in time and other expenses³⁹ and, across Latin America last year, 79% of businesses registered increases in fraud.⁴⁰

Taking an advanced analytics approach to fraud prevention can help reduce fraudulent transactions and also reduce the level of revenue lost through falsely rejected transactions.



“Regardless of other options you might provide, many people prefer to use PayPal, as an easy, fast and trusted solution, so we definitely appreciate the ability to provide PayPal as a pay-in solution and also from a payout perspective.”

Matteo Caccialanza,
Senior Product Manager
for User Monetization &
Transactions,
Subito

³⁸. FIS Worldpay (2021), [Global payment Risk Mitigation](#).

³⁹. LexisNexis (2020), [2020 True Cost of Fraud Study – E-Commerce/Retail Report](#).

⁴⁰. Cybersource (2021), [2021 Global Fraud Report](#).

Considerations for an insurance business

Payments and, especially, renewals can have a direct effect on the ability to scale an insurance business. For insurance, like travel insurance, that are often purchased last-minute and quickly, the payment process needs to be as quick and simple as possible.

For insurance that involves greater consideration, with clients weighing their needs and options at home before buying either online or in person at their local office, businesses need to offer a range of payment methods to suit the client's situation at the point of decision.

If you can meet customers' payment needs wherever they are, you make your firm easy to do business with and revenues will grow. Consider the following.



Make subscription payments seamless

Often policyholders are happy to let their cover renew automatically, each year. Whether premiums are paid annually or monthly, you should choose a payment solution that can seamlessly handle all the flexibility of introductory offers, changing premium amounts and automatic renewals. If you can make renewals simple, your business will grow.

Also ensure your payment solution enables customers to pay using their preferred payment method.

Setting up subscriptions is essential to meet the demands of fast-growing SaaS businesses. It offers simple, powerful management, real-time reporting and all of the flexibility you would expect.

“PayPal enables us to charge each [customer] with his/her desired recurring amount, meaning the merchant can gradually extend their budget as their business grows. We have been using PayPal for 8 years now and our A/B tests show that offering PayPal as a payment method to our potential clients increases their conversion rate into paying clients by 33%.”

Yariv Dror,
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**Choose a strategic
partner with
enterprise-grade
support**



Choose a strategic partner with enterprise-grade support

Businesses that scale successfully often focus sharply on their core competencies and partner with enterprise-scale experts to support them with nimble execution in essential, surrounding functions like logistics and, of course, payments.

The right partner can provide not just payment capabilities but tools to manage fraud, while achieving scale and operational efficiency through a single integration.

Wherever you choose to expand, keeping things simple is good for business. PayPal has a wide range of tools that make it easy to expand into new global markets while delivering a consistent, high-quality customer experience. These tools include dispute resolution management, analytics and reporting solutions to help you identify new customer opportunities. Most importantly, this is all available through a single account and a single dashboard making it easy for enterprises to streamline their day-to-day tasks.

PayPal has over 20 years' experience in the payments industry and is trusted by businesses and consumers around the world. Our network of more than 30 million merchants around the world means we have the global scale, local expertise, processing capacity and data insights to uniquely position your business to grow, compete, and thrive in today's digital commerce landscape.

With white-glove customer and technical support, we are on hand to work closely with our biggest enterprise customers to anticipate and resolve issues as they arise.

[See how PayPal can support your growing enterprise.](#)



The right partner can help your business achieve scale and operational efficiency via a single integration.

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Thank you