

DECEPTIVE TRAFFIC DETECTION

Underwriting & Monitoring Solution



HOW DECEPTIVE MARKETING THREATENS YOUR PORTFOLIO

At Web Shield, we have helped acquirers manage their merchant portfolios since 2010. One of the most enduring problems we encountered over these years have been unnecessarily **high chargeback ratios**.

For the acquiring banks these often mean **Corporate Risk Reduction Measures** set up by the card associations, which can cost them their autonomy on the market.

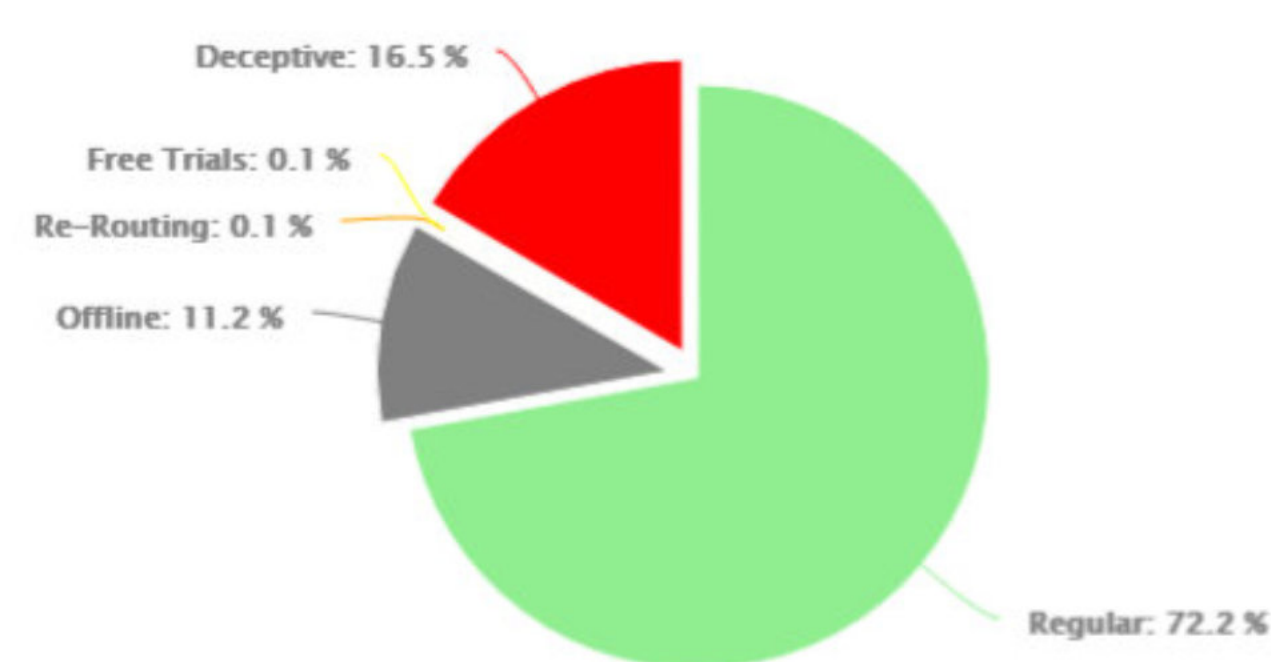
In our experience, the main reason for this are merchants in the acquirer's portfolio who utilise **deceptive marketing** to peddle their products or services.

Because these bad actors operate in high-risk and moderate risk industries alike, they can be extremely **hard to spot** if you don't know what you are looking for.

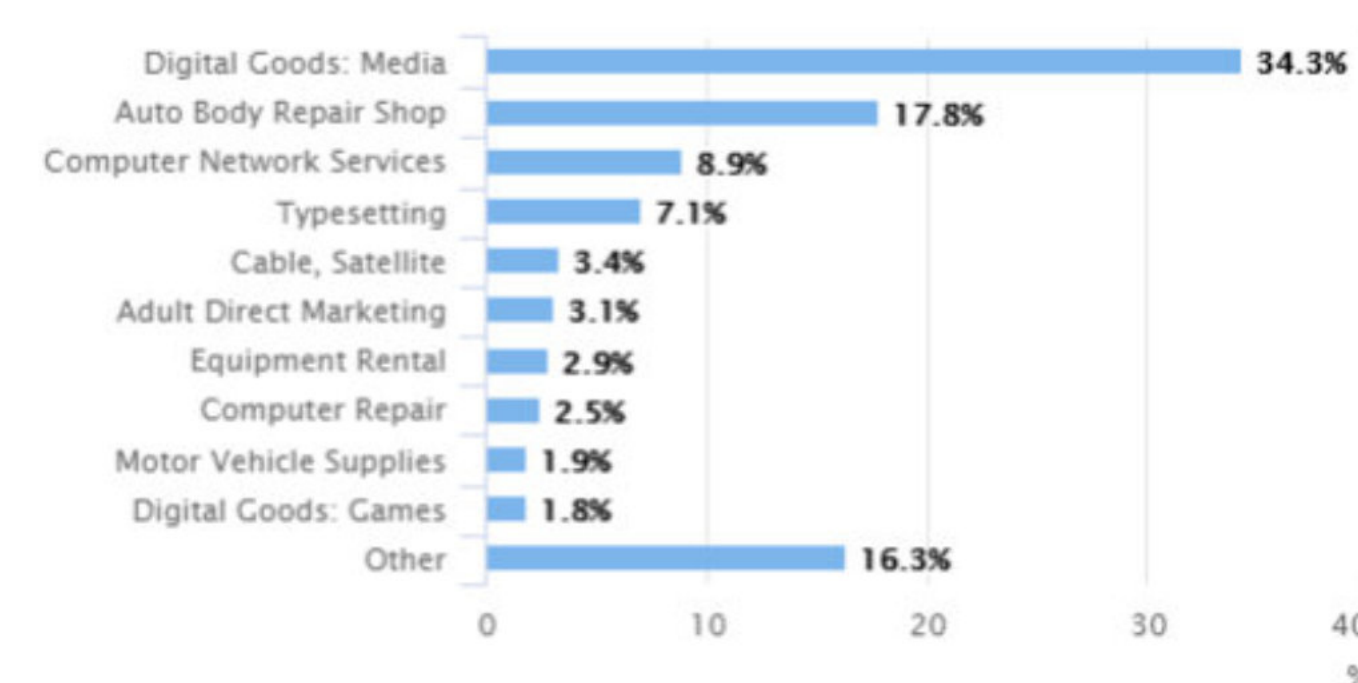


This is where **Deceptive Traffic Detection** comes in.

TRAFFIC DISTRIBUTION



WEBSITE TRAFFIC BY CATEGORY



DECEPTIVE MARKETING DATABASE

The database is constantly updated and filled with deceptive marketing characteristics.

With this wealth of information,

Deceptive Traffic Detection can automatically identify 'risk-free trials', high pressure sales tactics like timers, price draws and other red flags.



BUSINESS IDENTIFICATION

Identify the business category of every traffic source and references it against known high-risk businesses.



CYBERSECURITY CHECK

Make sure a website isn't flagged for malware or phishing on the common cybersecurity blacklists.



FRAUD WARNINGS

Know the consumer warnings or fraud alerts connected to the website.



FORWARDING DETECTION

Ferret out forwarding URLs, which are often used as a security layer to disguise the actual traffic generation.



OFFLINE ALERT

Find offline or dead links which may be taken down due to their deceptive or malicious nature.



TRAFFIC CLASSIFICATION

Identify the sources of traffic generation, such as social media, email, display ads and referral/affiliate traffic.

HOW TO USE DECEPTIVE TRAFFIC DETECTION

On-Boarding

InvestiGate

Deceptive Traffic Detection is an optional module for our InvestiGate on-boarding platform.

This means acquirers' underwriting teams can incorporate it into their daily on-boarding routines when they review merchants from affected industries like **nutraceuticals, video and music streaming, digital downloads** and more.

Monitoring

Monitor

One-time checks for deceptive traffic are undoubtedly helpful, but what if a merchant in your portfolio suddenly changes their modus operandi?

Monitor ensures the long-time viability of your portfolio. With its Deceptive Traffic Detection module, you get notified about any suspicious developments.



CONTACT US FOR A TRIAL!

Test our solutions against real-life cases and see how they compare.

<https://webshieldltd.com/sign-up/>

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