



**EQUIFAX**<sup>®</sup>

## Protect your merchants and customers

# Authorized Payment Protection

The shift towards real-time payments (RTP) revolutionized the global payments landscape, with consumers embracing faster and more convenient transactions at an unprecedented rate. As payment innovations grow, so too do the tactics of fraudsters. Authorized Push Payment (APP) fraud is rapidly becoming one of the more pervasive threats, and businesses are increasingly held accountable for the resulting losses.

As international regulations become stricter, financial institutions and account-to-account (A2A) payment platforms come under immense pressure to shield customers from the escalating dangers of APP fraud. Fraudsters are exploiting the ease and speed of A2A payments through advanced social engineering tactics — specifically targeting vulnerable groups including the elderly, young, and underbanked.

By deceiving victims into authorizing payments, these attacks frequently evade traditional fraud detection methods. Businesses without Authorized Payment Protection find themselves exposed to financial and reputational damage, with their customers left vulnerable and unprotected.



# The rising tide of APP fraud: key statistics you can't ignore

## The extensive impact of APP fraud:



Represents **40%** of digital fraud



**11%** growth rate in annual fraud losses



**266B** Real-time payments in 2023 globally



**\$1 trillion** lost to scams globally



**67%** of APP fraud cases involve purchase scams



**15%** increase in APP fraud cases over last two years



**\$11B** in disputed charges by U.S. consumers in 2022



**30%** rise in scams targeting the **elderly** and **underbanked**

## Why scams succeed: fraudsters are getting smarter

Preventing scams is more difficult than ever, especially as fraudsters harness generative AI to impersonate customers seamlessly. With the ability to interact in native languages and craft convincing scams in real-time, scammers quickly become nearly indistinguishable from legitimate users. As fraud evolves, businesses need smarter solutions to keep pace and overcome these increasingly sophisticated threats.



Fraudsters identify a target and assess vulnerability as well as payoff.



Fraudsters customize a scam for the target faster than ever before using tools like Gen AI.



The fraudster convinces their target to give them money, gift cards, information, etc.

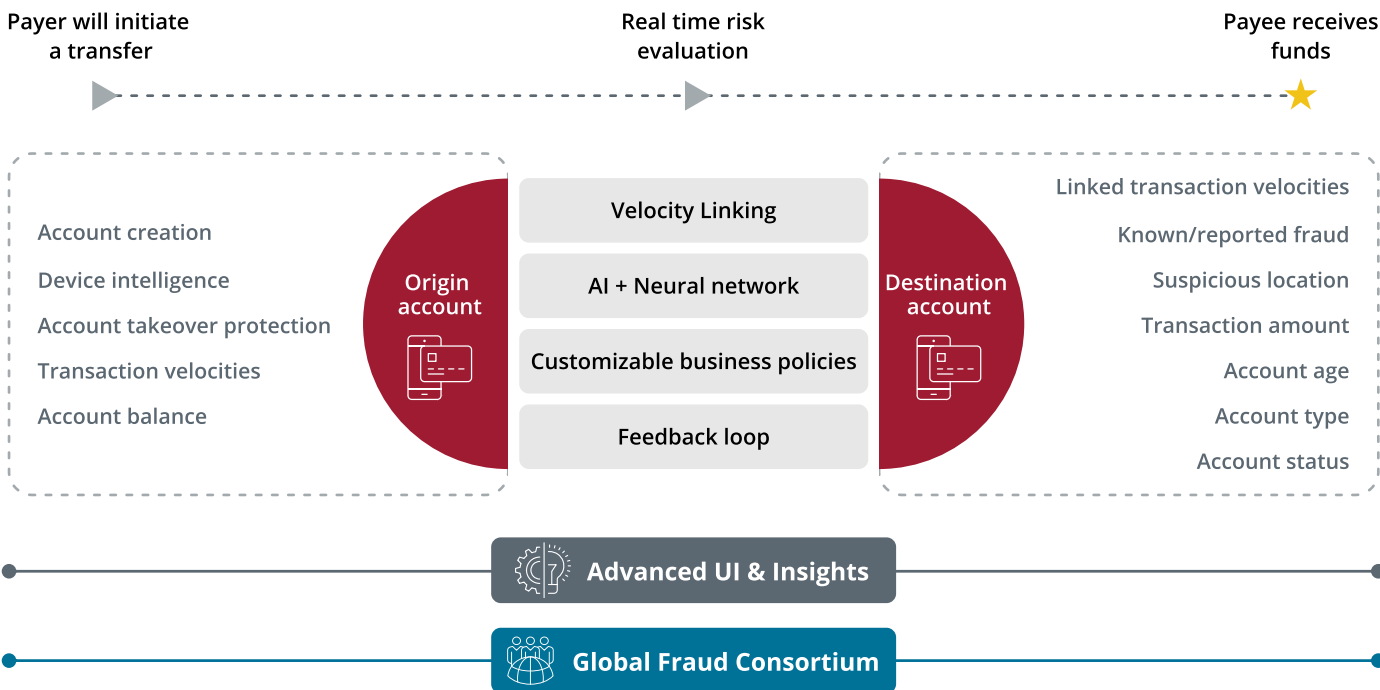


Before the victim realizes a crime has been done, the fraudster is already moving on to their next subject.



# Fight APP fraud with intelligent, real-time protection

Authorized Payment Protection goes beyond traditional fraud detection by offering businesses a comprehensive solution that screens both Origin and Destination accounts in real-time. This unique approach helps detect and mitigate risks that other systems often miss, specifically addressing the destination of funds — the Payee account, where risk can be the highest.



We analyze critical factors such as the velocity of transfers into the account, account type, age, and status. This allows us to spot risky payee behaviors that signal potential fraud.





The advanced data and AI-driven tools we leverage are paramount in our unique solution:

**Authorized Payment Protection offers organizations the ability to screen payer and payee accounts in real time.**



### **Global Data Consortium**

Leverages vast international data sets to detect and stop known scams from fraudsters across borders.



### **Intelligent Behavioral Analysis**

Monitors device data and user behavior to detect impersonation, including email and device risk scoring.



### **Advanced Machine Learning**

Analyzes logins, account history, and active investigations to deliver immediate, accurate risk assessments.



### **End-to-End Solution**

User-friendly dashboard gives full control from transaction initiation to settlement, ensuring a seamless response to risk.



## **Stay Ahead of APP Fraud with Kount 360 by Equifax**

Preventing Authorized Push Payment (APP) fraud requires more than traditional fraud detection. Fraudsters are constantly evolving their attacks, targeting businesses with social engineering, AI, and enumeration. To effectively combat these threats, organizations need a robust-forward thinking strategy.

**Get in touch today to learn how Kount 360 can protect your organization from APP fraud and similar emerging threats. Keep your transactions safe and secure.**