

For all your Fraud Solutions: Amazon Fraud Detector

By

Addit



Should we care about Fraud?

Fraud not only makes a business lose money, it also opens the possibility of future attacks

Large Corporations (\$10B+)

52%

Experienced fraud
in last 24 months

18%
had \$50M+
impact

Small Corporations (<\$100M)

38%

Experienced fraud
in last 24 months

22%
had \$1M+
impact

In today's day and age, digital fraud
are the most common

Type of fraud experienced by corp in last 24 months

Digital (Cyber) Fraud 41%

Customer Fraud 32%

Others 23%

Source: PwC's global economic crime and fraud survey 2022

Fraud Detection using Amazon Fraud Detector



Amazon brings power of Machine Learning to power sophisticated one-click Fraud Detection Framework

20 years

of fraud detection expertise

Millisecond

fraud detection response time

Why use Amazon Fraud Detector?

Pre-built Fraud Detection
Model Templates

Automatic custom
model creation



Event Log Tracking
Interface

Amazon's Fraud
Detection Intelligence

Detect all kinds of Fraud!



**New
Account
Fraud**



**Online
Payment fraud**

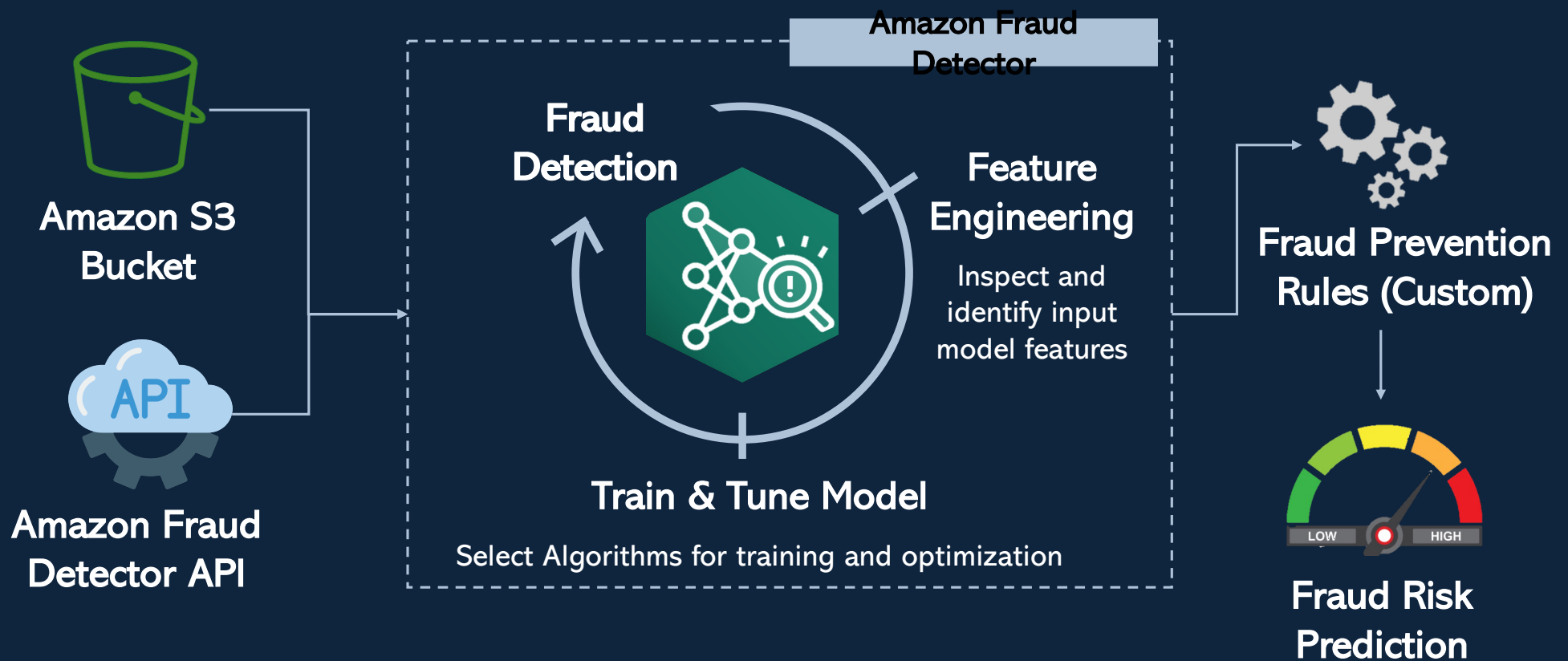


**Account
Takeover fraud**



**Product Abuse/
Gaming fraud**

How does Amazon Fraud Detector work?



Demo!

Amazon Fraud Detector: Success Stories



- 36% increase in NPS due to safely approving automatic low-risk claims
- 427% improvement in identifying fraudulent cases



- 6% drop in fraudulent transactions
- 90% drop in False positive rates for fraudulent transactions



- Drop in Fraud reports by 63%
- 77% drop in time spent on handling frauds
- Returning users increased by 4% due to drop in fake accounts

Thank you!

