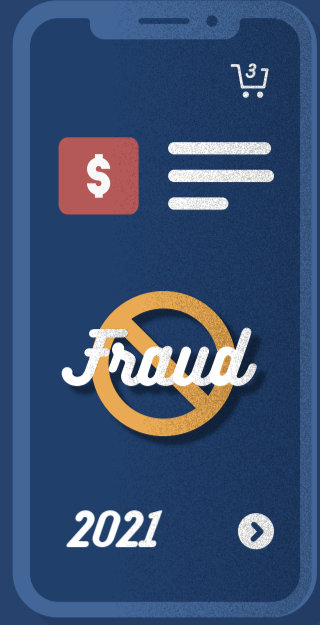


# E-commerce fraud in 2021: Framing the fight, from tools to tactics

In 2020, sticky.io and Kount teamed up with Modern Retail to survey 50 brands, retailers and agencies about what tools and tactics they'll use in 2021 to stop fraudsters from damaging their business and harming their loyal customers.



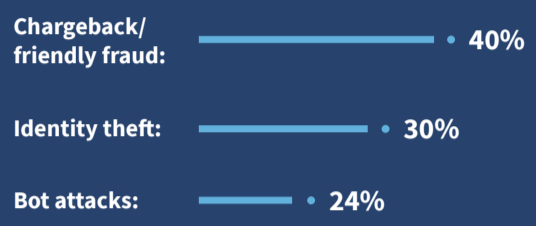
## The state of e-commerce fraud

40%

of e-commerce merchants report an increase in chargebacks since the beginning of 2020.

### Three e-commerce fraud tactics lead the pack

Among the many e-commerce fraud vectors, our survey pinpointed a trio of commonly encountered tactics.



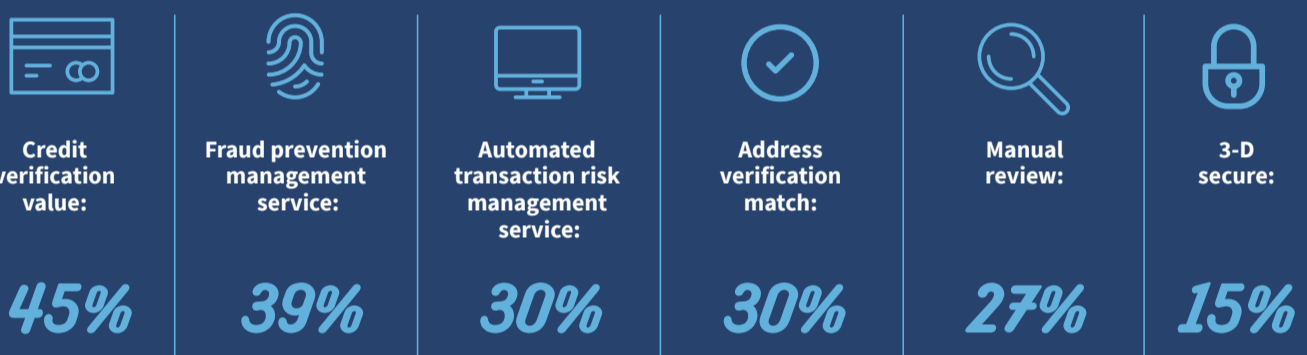
### Quantifying the damage

Survey respondents cited a wide range of e-commerce fraud consequences.



## Six ways businesses are fighting back

These are the top tactics fraud experts say they're using, combining humans and technology to stop e-commerce fraud.



“E-commerce fraud is constantly evolving, and the best way to stay ahead is with automated fraud detection and reporting to see red flags before it's too late. After a decade working in the e-commerce space, it's become clear that merchants who don't commit to preventing fraud experience debilitating issues their businesses cannot afford.”

“

— Chad Buckendahl, Vice President, Performance Marketing, sticky.io

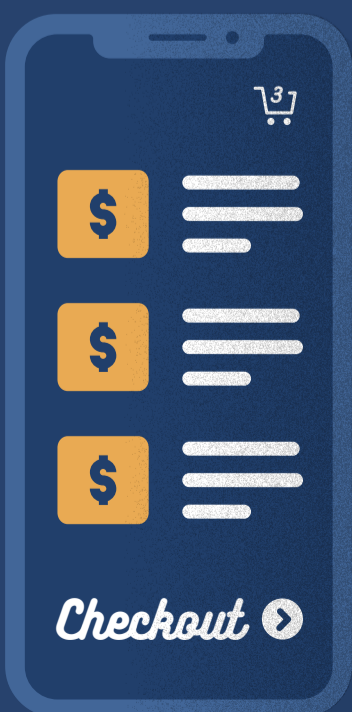
## In 2021, e-commerce fraud education is a critical next step



When they implement strategies like those above, 69% of polled brands, retailers and agencies say the outcome is a measurable degree effective e-commerce fraud prevention. That amounts to rescued revenue and protected customers.



But there's more that must be done. Our survey frames a picture of fraud and responses, but it also shows that 33% of our respondents couldn't identify what kinds of e-commerce fraud they were experiencing and 42% weren't aware of how often they're being impacted in the first place.



In 2021, brands, retailers and agencies can mitigate e-commerce fraud with new and additional expertise. Partnerships will help drive that outcome. So will this guide. Download the new sticky.io and Kount report: **'How brands are fighting e-commerce fraud'** and unpack all the findings from our Modern Retail survey.