WEBSHOP MANAGER **+** Kount®

Fast Payments & Complete Fraud Solution All in One

- Fast payments and a complete fraud solution – In one combined solution
- Customizable rule strategy designed to solve for the most sophisticated fraud use cases
- Simple user interface designed with the merchant in mind
- Best-in-class account management to provide support, training, and conversion optimization
- Delivering advanced fraud prevention at the speed of digital business

Performance Metrics

Kount's vast network of data built over 12 years of experiences from 6,500 merchants across multiple industries and billions of transactions feed into models that quickly identify different types of fraud.

DECLINE RATE

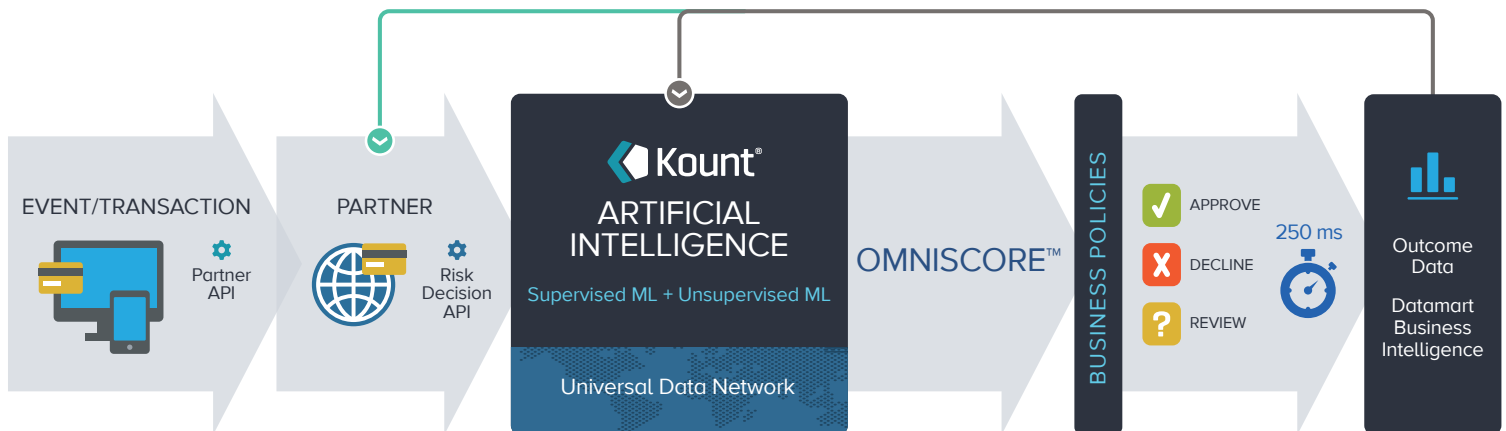CHARGEBACK RATE

Kount 0.78%	Domestic Average 2.8%	International Average 7.6%

Kount 0.11%	Industry Average 1.36%

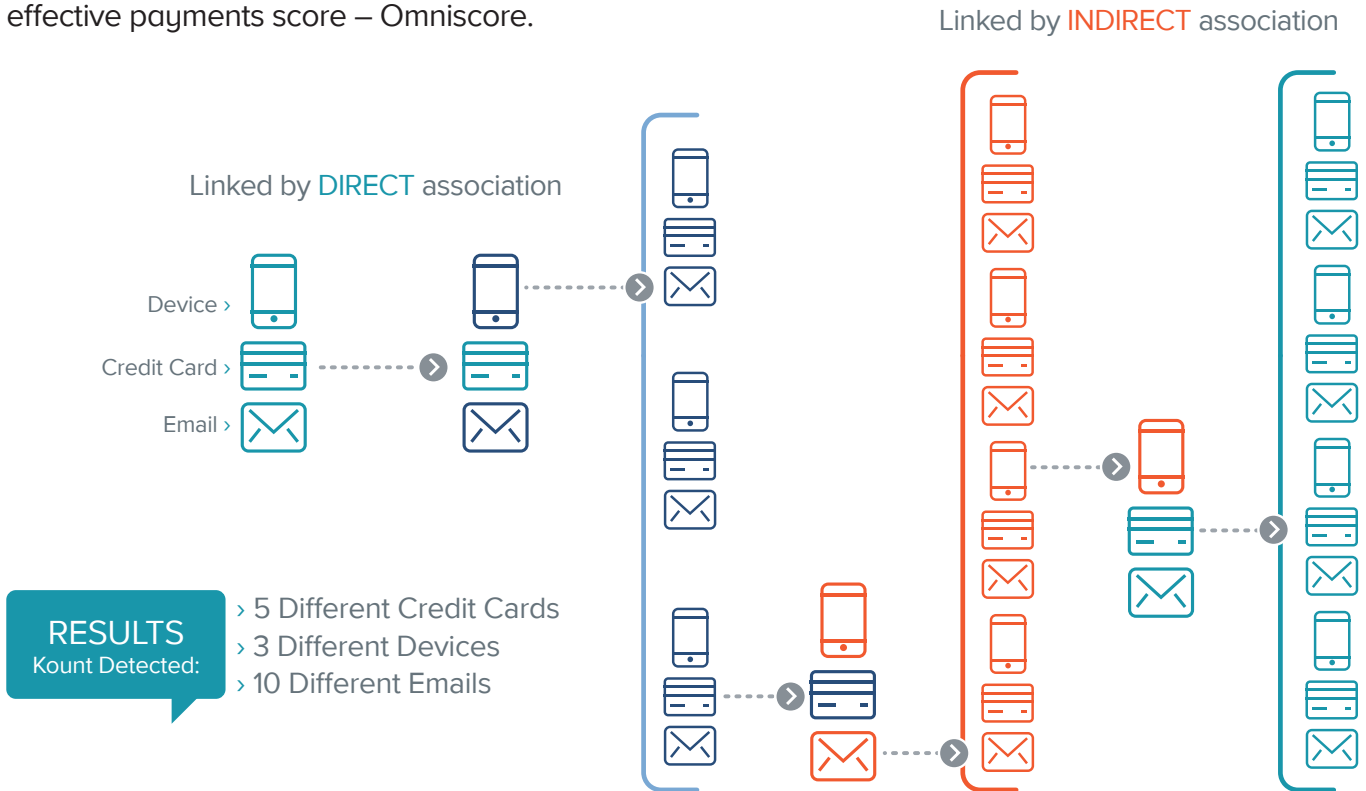Sources: Lexis Nexis "True Cost of Fraud" 2017, The Fraud Practice "Payment Trends & Security" 2017

How Kount Works

Kount's device collector API creates a unique digital persona which triggers real-time analytics to detect and stop fraud.

EVENT/TRANSACTION — Partner API → PARTNER — Risk Decision API → Kount® ARTIFICIAL INTELLIGENCE — Supervised ML + Unsupervised ML — Universal Data Network → OMNISCORE™ → BUSINESS POLICIES — APPROVE / DECLINE / REVIEW — 250 ms → Outcome Data — Datamart Business Intelligence

Order Linking

Sophisticated feature engineering and dynamic models running simultaneously allow Kount to identify features that are relevant for payments fraud. Kount connects single transactions to a vast data network. It quickly detect anomalies, provides link analysis, and automatically evaluates and weighs features to provide an accurate and effective payments score – Omniscore.

Linked by INDIRECT association

Linked by DIRECT association

Device ›
Credit Card ›
Email ›

RESULTS
Kount Detected:

› 5 Different Credit Cards
› 3 Different Devices
› 10 Different Emails

Kount's Advanced AI Delivers Desired Business Outcomes

Trained to recognize patterns that have not been seen before, Kount's AI detects sophisticated, complex and automated fraud in milliseconds. Kount's AI detects new and emerging payments fraud attacks before merchants are hit with chargebacks. It enables an instant response at the speed of digital business.

Universal Data Network

UNSUPERVISED ML
KOUNT AI
SUPERVISED ML

OMNI SCORE

CONTROL CENTER
Business Policies