# 360° PROTECTION TO OUTSMART FRAUD

Safeguard revenue, boost efficiency, and build customer loyalty with Appriss Retail and Riskified, your partners in fighting online and in-store fraud and abuse.

Bridging disconnected customer journeys

Retailers face a fragmented customer journey across checkout, returns, claims, support interactions, and chargeback disputes. Each touchpoint generates isolated data, making it nearly impossible to detect patterns of fraud and abuse. This lack of a unified view leaves retailers struggling to identify risky behaviors and vulnerable to exploitation.

Fraudulent Activity Identified
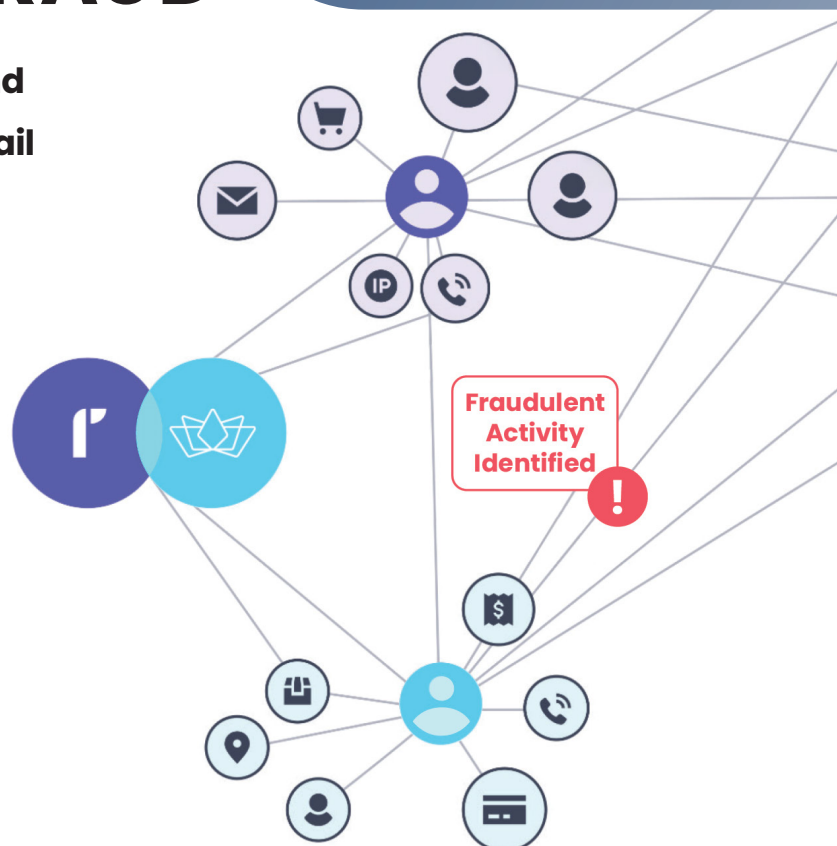
Better Together - Partnership Benefits

Clear, Precise Decisions

Ensure consistent and accurate decisions across online and in-store channels, enhancing both efficiency and customer trust.

Improved Profitability

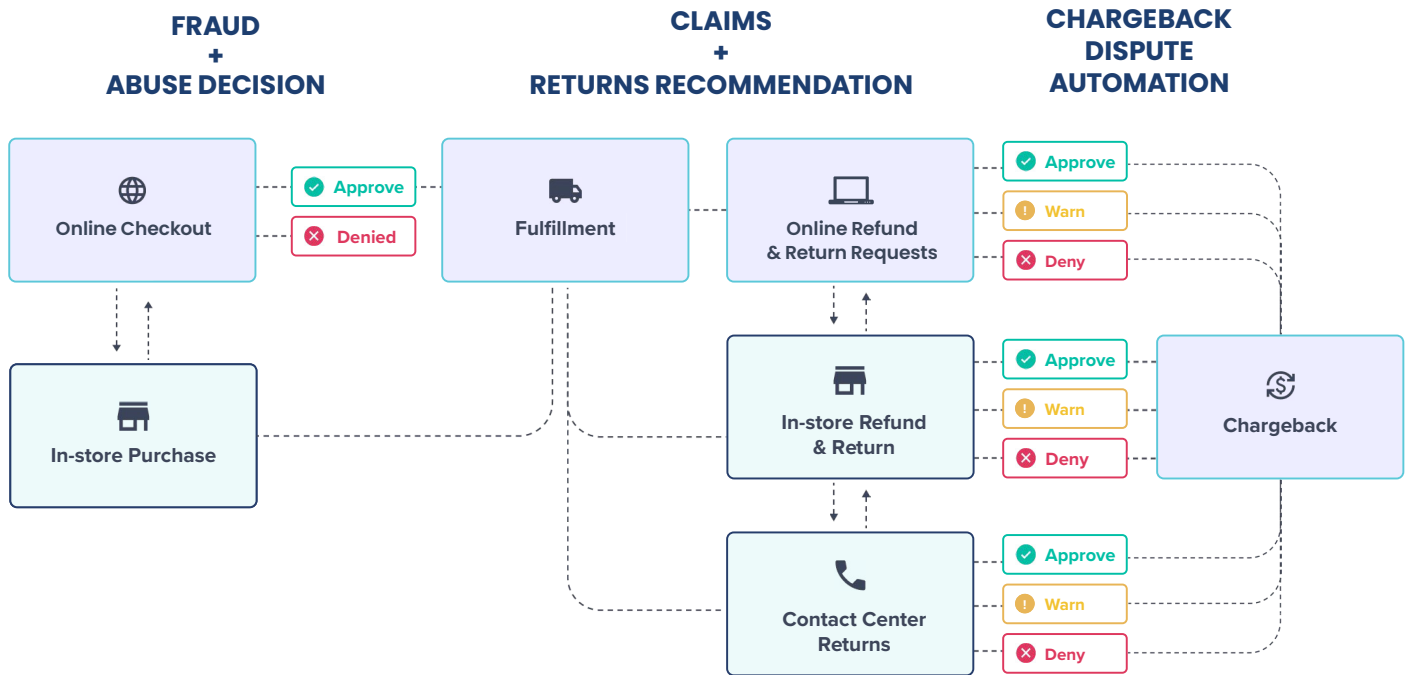Higher approval rates, fewer fraud losses, and stronger margins boost revenue while reducing risks.

Advanced Omnichannel Risk Insights

Gain a 360-degree view of customer behavior across all channels.

Gain Insight. Take Action.

FRAUD
+
ABUSE DECISION

CLAIMS
+
RETURNS RECOMMENDATION

CHARGEBACK
DISPUTE
AUTOMATION

360° Customer View

We harness machine learning to uncover the true identity behind shopper accounts by analyzing diverse data points across all transactions —whether in-store or online. This unified view of customer behavior helps businesses recognize trustworthy customers and flag fraud or abuse early.

Network-Wide Risk Recognition

Using global merchant data and advanced models, our technology uncovers hidden connections across channels. Appriss' Linking System integrates purchases, returns, claims, credit cards, and more, while Riskified's ML engine evaluates 50+ data points and millions of transactions to deliver precise recommendations.

Automated and Actionable Intelligence

Together, we cover every stage of the customer journey—from checkout to claims and chargeback disputes—across all channels. We reduce friction for loyal customers, stop fraud and abuse, and protect profits at every touchpoint. The result? Higher approval rates, lower fraud losses, and stronger margins.