

NOFRAUD

Is Shopify's Fraud Tool Costing You Good Sales?



Compare Shopify's Free Fraud Analysis Tool
vs NoFraud's All-in-one Fraud Prevention Solution

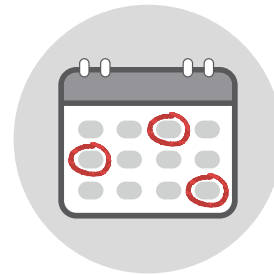
How many times

have you canceled a transaction that Shopify flagged as an elevated fraud risk, only to find out that it was perfectly legitimate?



How often

do customers call you asking why their order was declined, leading you to discover that Shopify falsely labeled it as fraudulent?



Suppose you're relying on **Shopify's free Fraud Analysis tool** to protect your business from fraud.

In that case, you may be surprised to learn just how error-prone their system truly is – and how much money, time, and headache it may be unnecessarily costing you and your customers.



NoFraud collected and analyzed data from over 10 million transactions that have gone through both Shopify's and NoFraud's fraud prevention systems and compared the accuracy of the decisions generated.




23.8% 

NoFraud more "Pass"

Shopify High Risk


23.8% of all orders classified as "high risk" by Shopify received a "pass" by NoFraud, with a chargeback guarantee.

84.4% 

NoFraud more "Pass"

Shopify Medium Risk

A whopping 84.4% of all orders that Shopify deemed "medium risk" were, in fact, safe to ship, backed by our chargeback guarantee.

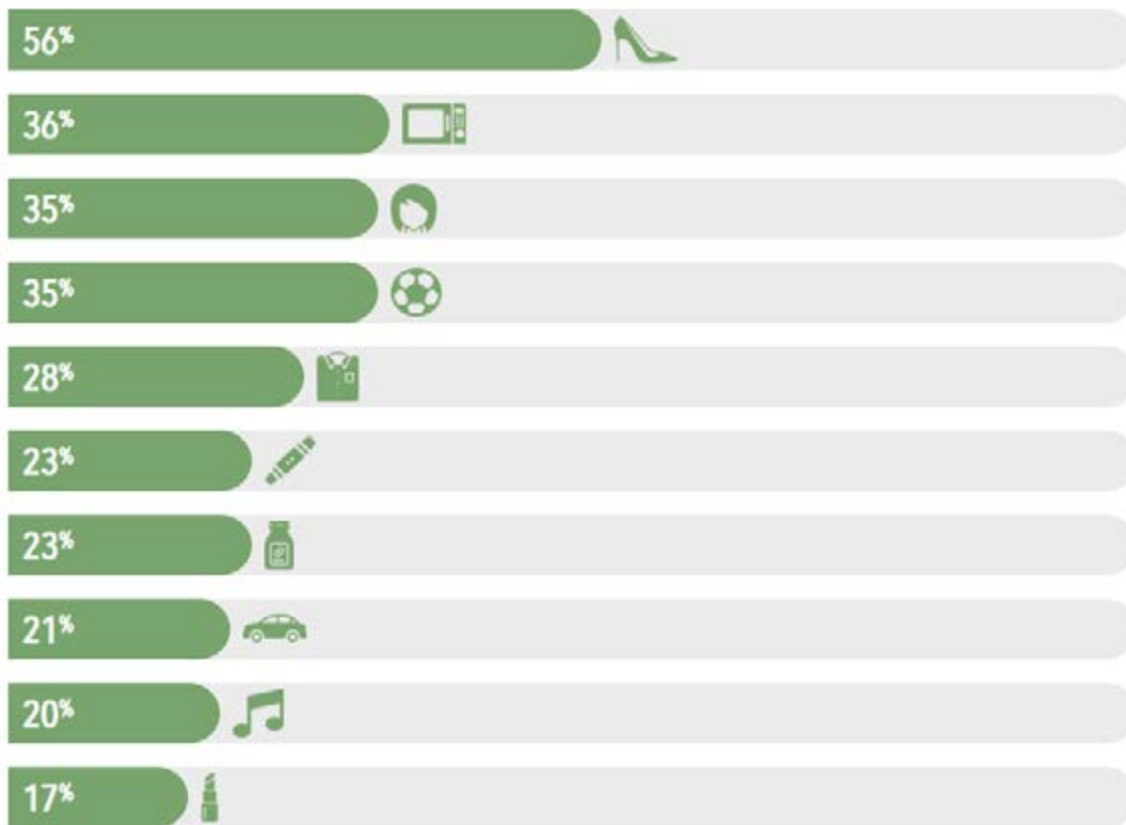
56% 

Shopify more "Fail"

Shopify Footwear Industry

In the footwear industry alone, Shopify's Fraud Analysis issued a wrong decision 56% of the time!

Stats broken down by industry:



You may be wondering:

"How do these error rates truly affect my business?"



The truth is, a false decline can cause more harm than just the loss of profit on one order.

A Javelin survey of 3,200 U.S. consumers revealed that 32% of respondents would not shop with a merchant again if that merchant previously declined their card.



In today's competitive eCommerce landscape, **precise fraud prevention is a must if companies want to retain a loyal customer base and generate repeat business.** And, especially if you're in an industry that is particularly susceptible to fraud, the sad reality is that Shopify's free tool may be hurting you almost as much as it's helping you.

WHY IS NOFRAUD BETTER?



Shopify's tool can be useful for identifying obvious fraud (IP proxy use, multiple card attempts, different billing & shipping addresses, etc.). However, their technology is not robust or up-to-date enough to address the increasingly complex methods fraudsters are using today. Moreover, **Shopify requires you to manually review each flagged order while giving you only basic clues** as to why the transaction may be illegitimate.



In contrast, NoFraud's advanced technology: enables you to approve more valid orders with cutting-edge fraud detection saves you time by eliminating onerous manual review backs every "pass" decision with our **100% chargeback guarantee.**

Pass

In other words, in the unlikely scenario that NoFraud did not catch a fraudulent charge that Shopify did, we'll refund the chargeback in its entirety.

The fraud prevention solution with unmatched attention to high-risk orders

NoFraud is an eCommerce fraud prevention solution that integrates directly with your eCommerce platform to stop fraud without turning away good customers.

We use a combination of powerful analytics, diversified data sources, and expert review to provide accurate pass/fail decisions in real-time with a financial guarantee against fraud-related chargebacks.

Want to learn more? [Contact us today](#)