

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?

Fraud Filter

by **Shopify**

Create custom filters to help you prevent fraud

★★★★☆ 176 reviews

NoFraud Fraud Protection

by **NoFraud, LLC**

Prevent fraud chargebacks, accept more orders

★★★★★ 144 reviews

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.



Shopify High Risk

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



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.



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

56% Footwear

23% Smoke & Vape

36% Appliances

23% Nutritional supplements

35% Wigs & extensions

21% Auto parts

35% Sporting goods

20% Audio equipment

28% Apparel

17% Cosmetics

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.**

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.

Ready to learn more?

Set up a trial with a fraud analyst and see how NoFraud will benefit your business, by approving more orders, relieving your internal teams and having a positive impact on your bottom line.

✓ Start a Free 2-week Trial Today