

# AFFILIATE MONITORING

## Overview

Merchants often use affiliates and affiliate networks for marketing products and services. Unfortunately, affiliates can engage in fraudulent activity in order to “earn” commissions from the merchant without actually fulfilling their responsibility to direct valid customer traffic to the merchant’s website and the desired product page. Sites that offer “free trials,” or that require an application to be completed before the transaction can be submitted, are especially vulnerable to fraud due to the delay in the actual sale.



## The Solution

There are multiple methods by which an affiliate can commit fraud against a merchant. The two most common include:

- > Affiliates use automated programs [“click bots”] to generate a large number of fraudulent clicks to collect illegitimate “pay-per-click” commissions.
- > Affiliates use stolen credit cards to illegitimately “buy” products from the merchant—not with the idea of receiving the product but to collect fraudulent “pay-per-sale” commissions.

Kount’s Affiliate Monitoring feature allows merchants to quickly identify fraudulent affiliate behavior prior to paying the commission for a “click” or “sale.” The same technology that identifies when stolen credit cards are used by external customers can be used to detect an affiliate using a stolen credit card for a fraudulent “purchase.” Since this occurs in real-time, the order can be rejected and the merchant can avoid paying a fraudulent commission to the affiliate.

If certain affiliates are deemed higher risks (but not found to have committed fraud), Kount allows a merchant to flag any orders associated with these suspected affiliates. These flagged transactions can then be routed for manual review by the merchant’s risk assessment team.

If affiliates are identified as fraudsters, they can be banned from the affiliate network and Kount can subsequently identify any order activity generated by a banned affiliate to prevent fraudulent orders.

## STRATEGY MANAGEMENT

Create and manage a fraud strategy based on your specific business needs.

CREATE RULES	SHOPPING CART DATA
MANAGE RULES	CUSTOM SCORES
<b>AFFILIATE MONITORING</b>	AUTO DECISIONING
VELOCITY LIMITS	MULTI-CHANNEL STRATEGIES

Kount’s Fraud Platform consist of the three main pillars of an overall fraud strategy, Fraud Detection, Strategy Management and Operational Management. Affiliate Monitoring is just one of the many features in Kount’s comprehensive solution. See reverse for more detail.

# A STRATEGIC APPROACH TO FRAUD/RISK MANAGEMENT

Kount provides an all-in-one fraud management solution to help you prevent fraud before it occurs.

## FRAUD DETECTION

The layered integration of Kount's core technology makes it possible to more quickly and accurately detect fraud. Our proprietary techniques analyze hundreds of variables resulting in a highly predictive Kount Risk Score.

## STRATEGY MANAGEMENT

Kount's tools create and manage a fraud strategy that dovetails with your business needs. Customize how Kount processes transactions based on your specific business rules.

## OPERATIONAL MANAGEMENT

Comprehensive support and best practices to maximize operational efficiency. A simple way to manage the flow of transactions through the system, interact with risk managers and critical business systems such as logistics, accounting, etc.

KOUNT FRAUD SCORE

ORDER LINKING

DEVICE FINGERPRINTING™

PERSONA™ TECHNOLOGY

PROXY PIERCING

DYNAMIC SCORING & RESCORING

GEOLOCATION

MOBILE DEVICE ANALYSIS

CREATE RULES

SHOPPING CART DATA

MANAGE RULES

CUSTOM SCORES

AFFILIATE MONITORING

AUTO DECISIONING

VELOCITY LIMITS

MULTI-CHANNEL STRATEGIES

MANUAL REVIEW  
AUTO AGENT

3RD PARTY DATA CALLOUTS

CASE MANAGEMENT

AGENT MANAGEMENT TOOLS

BANK INFORMATION

VERIFICATION & AUTHENTICATION

REPORTING

ENTERPRISE WEB SERVICES

## Kount

Kount delivers an all-in-one fraud and risk management solution for companies that have card-not-present environments looking to simplify their fraud/risk operations while dramatically improving bottom line results. Kount provides a single, turnkey fraud solution that is easy-to-implement and easy-to-use. Kount's proprietary technology has

reviewed hundreds of millions of transactions and provides maximum protection for some of the world's best-known brands. Kount's solution is feature rich and technology proven. Regardless of the industry, Kount responds with accurate information in milliseconds, thereby enhancing the overall consumer experience.