

How To Manage The Increase of Subscription Business Fraud

Wednesday, September 13, 2023 1:00 PM EDT

RESCHEDULED - 9/13 Is Our New Date (THANKS HURRICANE IDALIA)



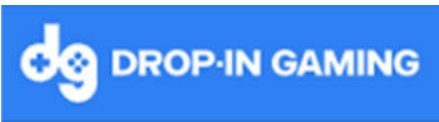
SCOTT ADAMS & MARI PERRONI
Leading Subscription Fraud Experts

SUBSCRIPTION 





20+ Year Veteran of Payments and Fraud Ecosystem
Saved from Chargeback Hell and/or Helped Grow
Numerous companies, such as:



Scott Adams

Fraud and Payments Expert
Co-Founder, **FraudDeflect**
scott@frauddeflect.com





Mari Perroni

CO-FOUNDER AND COO WITH EXPERTISE IN
FRAUD, RISK MANAGEMENT AND CUSTOMER SUCCESS

AT **FRAUDEFLECT**

MARI@FRAUDEFLECT.COM





FRAUD DEFLECT

THE SOLUTION TO CHARGEBACKS



➤ Common Reasons for
Subscription Fraud

➤ Lowering Fraud in a
Subscription Business

➤ New Tools to Combat Subscription Fraud

➤ Increasing Lifetime Value

➤ Subscription
Chargeback Reduction

Common Reason for Subscription Fraud

Common Reason for Subscription Fraud

Criminal
Fraud

Communication
“Fraud”

“Friendly”
Fraud



FRAUD DEFLECT

THE SOLUTION TO CHARGEBACKS

Lowering Fraud in a
Subscription Business

Subscription Chargeback
Reduction

Improving LTV

Communication is Key

Marketing

Landing
Pages

Order
Pages

Thank
You

Delivery

Rebill

All must be in alignment or you're asking for trouble

Newest Tools to Lower Fraud and Chargebacks for Subscription Merchants

FraudDeflect Platform

Subscription Merchant's Best Friends

Verifi Order
Insight
and
Ethoca
Consumer Clarity

Visa Compelling
Evidence 3.0
and
Mastercard TBA

Near zero chargebacks, save sales and do it with little to no integration

With optimized Verif CDRN, Visa RDR, Visa Inform and Ethoca Clarity and Alerts plus representment

Thank You



Contact Information:
Mari Perroni
COO/Co-Founder - FraudDeflect
Mari@FraudDeflect.com



Contact Information:
Scott E. Adams
CEO/Co-Founder - FraudDeflect
Scott@FraudDeflect.com