Rippleshot

Stop Fraud Before it Happens

Case Study
Cracking the Code – Fraud Patterns Hidden in Plain Sight

Overview

A current Rippleshot Rules Assist client reached out to our fraud data team with a challenge: they were facing increasing fraud activity linked to three separate merchant IDs. The twist? These merchants weren't exclusively fraudulent. Each showed a mix of legitimate and illegitimate activity, making blanket blocking impractical.

The Challenge

Fraud scores weren't enough. The activity didn't raise traditional alarms, and the fraud team couldn't afford to block all transactions from these merchants without disrupting legitimate cardholder activity. They needed a precision solution – fast.

The Consortium Inisght

The FI shared the merchant IDs with Rippleshot's team. Our analysts dove into the consortium – over 50 million daily card transactions, updated in real time from 5,000+ institutions. The breakthrough came quickly: fraud from all three merchants consistently involved transaction amounts ending in .99 cents.

Discovery During a Demo

This detail, insignificant in isolation, was a glaring signal in the consortium context.

Our team created a multi-layered rule strategy:

- One merchant was flagged for full blocking due to overwhelming fraud density.
- For the other two, custom rules were created to block only those .99 transactions, minimizing false positives while still capturing the bulk of fraud.

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The Results

After implementing Rippleshot's rules, the financial institution successfully prevented further fraud totaling nearly $100,000 – a win for both their fraud team and their cardholders.

Key Takeaways

- The consortium enabled Rippleshot to identify a fraud pattern invisible to a single financial institution

- Tailored rule-writing struck the balance between prevention and cardholder experience

- The institution saved close to $100K with actionable intelligence in just one event

$100,000 Fraud prevented	50m Daily card transactions analyzed	5,000+ Financial institutions

Fraud is Moving Fast — Rippleshot Helps Financial Institutions Move Faster. We proactively detect and stop credit and debit card fraud before it strikes. Trusted by more than 1,900 financial institutions, Rippleshot combines AI, machine learning, our data consortium of over 50 million daily credit and debit transactions, along with the expertise of fraud and data scientists to provide financial institutions with data and analytics to deliver rapid risk detection for effective rule writing and card reissuance.Equipped with predictive fraud analytics, Rippleshot gives fraud managers, analysts, and executives comprehensive visibility and insights to safeguard customers, streamline fraud operations, and boost fraud mitigation performance.

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