Trust in digital payments

Consumers increasingly prefer the speed and convenience of digital payments, and fraudsters are taking note. In 2021, global digital payments saw a 16 percent increase, growing to $5,873B.¹

Here’s how Visa uses powerful cybersecurity and intelligence to outsmart attackers by the second.

Fraud on the rise

Sophisticated hackers are exploiting vulnerabilities in card-not-present (CNP) transactions

- A ransomware attack happens approximately every 11 seconds.²
- Resulting in a global cost of more than $30B
- CNP fraud accounts for 90 percent of all fraud globally (up from 84% in 2019)
- Cardholders would abandon or reduce usage of a compromised account following a fraud event

Visa’s line of defense

Our commitment to security has made every transaction on our network smarter and more secure

- Visa has invested $9B in fraud protection over the course of 5 years
- Fraud rates on Visa’s network are historically low
  - $0.07 for every $100 transacted

Tokenization helps keep digital payments seamless and secure

- Adoption
  - Tokenization adoption is up 60 percent YoY
- Approval rates
  - This has led to a 2.5 percent increase in approval rates
- Fraud rates
  - 28 percent reduction in fraud rates

Innovation at Visa

Visa Advanced Authorization and Visa Risk Manager used AI and machine learning to help reduce fraud by $26B in 2021

We are applying deep-learning techniques to reduce false declines by as much as 30 percent

Our brand promise

Trust is Visa’s promise. Security is how we deliver on that promise.
Paul Fabara
Chief Risk Officer, Visa

Learn more about how we are working with our partners to secure digital payments: https://usa.visa.com/run-your-business/visa-security.html

¹https://www.researchandmarkets.com/reports/5446095/digital-payments-global-market-report-2021-covid
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