New and improved 3-D Secure

The new 3-D Secure 2.0 protocol is smarter, faster and simpler to use and it now supports all connected devices. Here’s how the updated standard improves the e-commerce checkout experience for all.

Better intelligence

3-D Secure 2.0 delivers 10 times more data, such as device channel and payment history, than a previous version to speed up authentication and boost security, giving shoppers a fast pass through checkout.

How it works

3-D Secure 2.0 offers additional fraud protection by analyzing the merchant’s contextual data and then prompting consumers to verify their identity only on high-risk transactions.

1. Cardholder enters his or her Visa account details
2. The merchant’s 3-D Secure service provider packages the message with transaction data and delivers it to the issuer via authentication request
3. The issuer’s 3-D Secure service provider determines the transaction risk and may prompt the cardholder to verify his or her identity with, i.e., a one-time password
4. Issuer sends the authentication result to the merchant
5. Merchant submits transaction for authorization with a flag indicating the authentication result

Benefits

Bottom line: When every player (merchant, issuer and cardholder) provides more context around a transaction everyone wins. You get faster checkout times, added security, improved sales and a better customer experience.

Then

Now: 3-D Secure 2.0

Merchants and issuers exchange greater contextual data to verify a cardholder’s identity, avoiding the need for every shopper to actively authenticate with a password.

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TRANSACTION TIME

Shoppers speed through checkout—time is reduced by 85 percent.

CART ABANDONMENT

More shoppers complete a purchase—drop-off rates decline by 70 percent.

Results from a recent study on this type of data-driven authentication²

³ EMVA, a global payment standards body owned by Visa, American Express, Discover, JCB, MasterCard, UnionPay, has evolved the current 3-D Secure protocol specification to meet the requirements of the remote payments environment.

² “Frictionless Experience with Verified by Visa,” a risk-based authentication case study

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