

# PAYMENT PROVIDER'S ROULETTE

GAMBLING ON MISSING MERCHANT URLS?



## UNDISCLOSED WEBSITES PUT YOU AT RISK



**50% of merchants with no URL on file have an online presence:**  
*Per WebID solution*

- Many are legitimate brick-and-mortar stores with new e-commerce channels.
- Others intentionally omit their URL from applications to avoid detection or higher fees while selling high-risk, harmful, or even illegal products.

Payment providers gamble every time the "website" field is empty. You need to know:

- Is the merchant conducting e-commerce without your knowledge?
- Are they putting you at risk for content violations?
- Is a transaction launderer trying to bypass KYC checks at boarding?

[www.?.com](http://www.?.com)

## WEBID CASE STUDY

### IT'S CRITICAL TO IDENTIFY MISSING URLS

In a 6-month period, an acquiring bank boarded 137,595 new merchants.



Merchants with a URL

**102,896**



Merchants with no URL

**34,699**

For those with no URL, WebID identified undisclosed websites.

### WEBID RESULTS

#### MERCHANTS

Total number of merchants with no URL

**34,699**

**16,662**

**PERCENT FOUND**

The overall average is 50%, putting this case on par with typical performance

**39**

#### TRANSACTION LAUNDERING ALERTS

Of the URLs found, 4 were associated with transaction laundering schemes

**14**

#### TERMINATION RATE

Content and TL alerts (42) / Terminations (14) = Termination rate

**34,699**

#### WEBSITES FOUND

The number of websites found using WebID

**48.02%**

#### CONTENT ALERTS

Of the URLs found, 39 were identified as containing possibly violating content

**4**

#### TERMINATIONS

After reviewing content and TL alerts, the client terminated 14 merchants

**32.56%**

## TERMINATION RATES = HIDDEN RISK

Content violations and transaction laundering operations can result in extremely heavy fines and reputational damage.

Finding undisclosed websites helps you mitigate these risks.



## TERMINATION RATES FOR 6 MONTHS

Merchants who did not disclose a URL had a 5-4% higher termination rate!



## GROWTH OPPORTUNITY



Finding merchant URLs can create leads for your sales organization by identifying brick-and-mortar merchants who may have chosen a different online payment provider.

## PROTECT YOUR BUSINESS

Unidentified business websites in your merchant portfolio increase your risk of incurring card network fines and assessments. Defend your business from missing merchant URL fraud by proactively identifying and monitoring all merchant URLs.



## BOTTOM LINE

Most are legitimate

Some are e-commerce upsell opportunities

A few are dangerous!



## PUT THE ODDS IN YOUR FAVOR!

To learn more about WebID, talk to an expert:

[g2risksolutions.com/contact](http://g2risksolutions.com/contact)