Microsoft
Fraud Protection

FiveBy
Managed Services

Fraud Defense and Bot Mitigation with Microsoft DFP and FiveBy Managed Services

Problem

The onslaught of increasingly sophisticated bot attacks on the travel industry's online services is threatening your security, revenue, and brand loyalty. Research from IBM shows that travel and transportation has been the second-most targeted industry for online hackers in recent years.

Fraud from bot attacks

Account takeover (ATO) Credential stuffing Fake bookings
Fake account creation   Carding   Loyalty point fraud

27.7%
% of bot traffic in 2021 from **bad bots**

2022 Imperva Bad Bot Report

3-5%
online **revenue lost** to account takeovers

Reported by 69% of travel companies in Netacea's 2020 Survey

6-10%
of **loyalty points stolen**

*Reported by 43% of travel companies in Netacea's 2020 Survey*

Solution

The combination of FiveBy's unique expertise in risk and fraud management and the advanced capabilities of AI-powered Microsoft Dynamics 365 Fraud Protection (DFP) provides you with a powerful fraud defense and bot mitigation solution.

Microsoft DFP + FiveBy fraud protection managed services

Account Protection - Purchase Protection - Loss Prevention

Microsoft DFP key capabilities
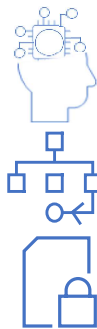
Adaptive AI

Versatile decision engine

Fraud protection network

Bot protection

Device fingerprinting

Anomaly detection

FiveBy managed services

Manages your DFP integration and provides ongoing expert insights and recommendations through a unique lens of fraud expertise.

Result

Reduced fraud impact **protects your revenue**, and automation results in **greater operational efficiency**. By protecting account creation and personal info, **customer loyalty is maintained**.

Microsoft's own use of DFP has resulted in **$100M+ revenue impact**.
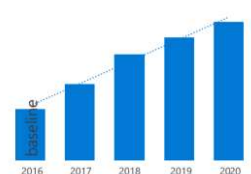
The Microsoft Case Study

False Positive Rate

baseline
2016 2017 2018 2019 2020

Fraud Loss Rate

baseline
2016 2017 2018 2019 2020
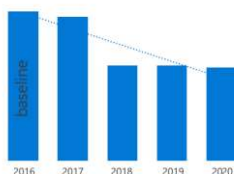
Revenue lift
1.40%
Less false positives

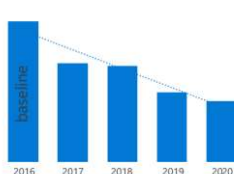Revenue lift
7.66%
Higher bank acceptance

OpEx savings
70 bps
Less fraud loss

OpEx savings
87.5%
Fewer reviews

Bank Acceptance Rate

baseline
2016 2017 2018 2019 2020

Manual Review Rate

baseline
2016 2017 2018 2019 2020