

# Fraud Management KPI-s Cheat Sheet

Measuring the efficiency of fraud management is difficult. This cheat sheet contains the most important metrics you need to track the impact of your measures!



## Order Approval Rates

The more the merrier



Approved Orders

All Orders

X 100



## Chargeback Rates

Too high? You're not strict enough!



Chargeback Orders

Approved Orders

X 100



## Fraud to Sales Ratio

A high number indicates you're a lucrative fraud target.



Fraud Transactions

All Orders

X 100



## Checkout Abandonment Rates

Your security might be too strict and introducing too much friction.



1 -  $\frac{\text{Completed Orders}}{\text{Initiated orders}}$

X 100



## Average Manual Review Time Per Agent

If it's too high, it indicates a bottleneck. Balance against fraud rates!



$\sum$  Time spent on open tickets or transactions

Number of handled transactions



## Manual Review Cost

If it's too high, there's room to automate. If it's low, you can do more!



Avg. time spent on manual review

Agent hourly compensation