



Stop Fraud Before it Happens

# Case Study

Slipping Through the Cracks: The Case for Collaborative Fraud Detection

## Overview

Rippleshot's consortium data detected a concerning trend: a rise in fraudulent activity tied to a merchant known only as "Happiness." At first glance, the merchant seemed ordinary. Rippleshot's advanced analytics and pattern recognition capabilities told a different story.

## The Problem

Many financial institutions lacked the visibility to see the early signs. Transaction scores didn't always indicate risk. Yet, fraud was slipping through the cracks. Without a broad, shared dataset, individual institutions couldn't detect the bigger pattern.

## The Consortium Advantage

Rippleshot's proprietary data consortium – powered by over 50 million daily card transactions across 5,000+ financial institutions – picked up on the anomalies. Happiness was identified as a high-risk merchant. Based on the intelligence, Rippleshot's Rules Assist platform recommended a proactive rule to block all transactions from this merchant.

## Discovery During a Demo

Shortly after issuing the alert, Rippleshot held a demo with a prospective client. During the presentation, the financial institution's fraud manager noted they had already incurred significant fraud losses tied to Happiness. It was an "aha" moment that validated the importance of early detection and shared intelligence.

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# The Results

Since April, Rippleshot has observed over \$250,000 in approved fraud tied to Happiness across financial institutions – fraud that would have been blocked entirely if Rippleshot's rule had been implemented. This case is a powerful reminder: consortium data enables early action, not just reaction.

## Key Takeaways

- Fraud was detected weeks before many financial institutions were aware of the threat
- A financial institution confirmed losses during a product demo
- Over a quarter million dollars in fraud could have been blocked proactively by using Rules Assist

**\$250,000**  
Fraud identified

**50m**  
Daily card  
transactions  
analyzed

**5,000+**  
Financial  
institutions

Fraud is Moving Fast — Rippleshot Helps Financial Institutions Move Faster. We proactively detect and stop credit and debit card fraud before it strikes. Trusted by more than 1,700 financial institutions, Rippleshot combines AI, machine learning, our data consortium of over 50 million daily credit and debit transactions, along with the expertise of fraud and data scientists to provide financial institutions with data and analytics to deliver rapid risk detection for effective rule writing and card reissuance. Equipped with predictive fraud analytics, Rippleshot gives fraud managers, analysts, and executives comprehensive visibility and insights to safeguard customers, streamline fraud operations, and boost fraud mitigation performance.

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