

# The Ultimate Ecommerce & Fraud Protection Checklist

By [Punchmark](#) & [ClearSale](#)

## **Your Ecommerce Online Journey**

When it comes to making sales online there are a lot of components that impact a successful ecommerce transaction. Your goal for your website, as a jewelry retailer, is to make your users online experience as easy and efficient as possible. Website design plays an important (and definitive) role in this process. Everything encompassing your website from branding, website copy, product photography, to payment options impact your online shoppers journey. Creating a website that is tailored to e-commerce is important to drive your potential clients through the sales funnel and growing your online revenue.

## **Broadening Your Brand With Online Reach**

By utilizing an ecommerce website you can take your business from a traditional brick and mortar to a business that is engaging with customers outside of normal reach. By combining your website with digital marketing you can increase your online presence and expand your business. By reaching users online you are able to reach your target demographic directly where they are researching. Most potential customers in today's landscape go to the internet before making purchases (especially larger ones). Make sure your potential customers can find you and when they do, ensure that they have a great experience.

## **Capitalize on Ecommerce Convenience**

With a website set up for ecommerce you can sell your products around the clock. This increases your chances of sales opportunities as well as the availability of making those transactions. With a well designed website, it should be effectively an additional sales person by helping your customers get the information they need at their fingertips. Ecommerce also allows your users to sit in the comfort of their home. With society's shift to focus on home comforts and accessibility, you're missing out on a significant channel of potential revenue if you're not taking advantage of selling online.

## **The Importance of Design in Ecommerce**

A phrase that you may be familiar with is, "you only get one chance to make a first impression." In the digital world, especially for ecommerce, it takes only seconds for a user to make a decision on whether they want to continue to browse or abandon the site they've landed on. A positive first impression will lead a user to deeper engagement, viewing more pages, and interacting with your brand. A negative experience will lead them to exit the site and not continue to engage with your business. Website design is the foundation of ecommerce success.

By utilizing our ecommerce website checklist, you will be able to determine whether your current website is inline with the industry standards to be successful online.

# Ecommerce Checklist

### **Branding & Design**

Has a nicely designed logo			
Determined color scheme			
Stylized typography			
All photos match in tone and aesthetic			
Optimized navigation to include key business priorities			
Utilize promotional graphics and links on the homepage			

### **User Experience**

Product landing pages for all major categories			
Has a homepage widget for 3 main business aspects			
Has a mega-menu for major navigation links			
Has curated content for specific users, like Gift Guides for Anniversaries or Birthdays			

### **Online Options**

Has ecommerce enabled			
Has shipping options set up			
Has a shipping & returns policy			
Has different payment methods, like Paypal and Amazon Pay			
Has website fraud protection			
Has online financing options, like Sezzle and Affirm			

### **Products**

All products have been photographed with a white background			
Has a light box to upload products as needed, like GemLightBox			
Integrates in-store product catalog through a point of sale, like the Edge			
Detailed product descriptions			
Products have clear sections and categories on the site for easy navigation			

### **Digital Marketing**

Has integrated a product catalog through Facebook and Instagram for Paid Ads			
Creates a Google Shopping Campaign to Run Product Ads			
Has Pay-Per-Click Campaigns around core business priorities			
Runs targeted email campaigns based on customer data, like wishlists			
Has a content strategy, including creating new content like blogs, to increase Google rankings			
Runs retargeting campaigns to prior visitors to the site			
Posts regularly to social channels, like Facebook and Instagram			

*If you would like to discuss design best practices or are considering designing a new website, please contact Punchmark at [sales@punchmark.com](mailto:sales@punchmark.com) or access their website at <https://www.punchmark.com>*

## **Fraud Risk in the Jewelry Industry**

Jewelry items are small and light, therefore, they are relatively easy to store and ship (as opposed to other similarly expensive and desirable products, such as e-bikes). While this makes jewelry well-suited to e-commerce, it also paints a target on jewelry's proverbial back.

Online fraudsters love jewelry because:

- Luxury and brand-name goods are always in demand.
- Fraudsters can easily resell jewelry to deal-seeking shoppers near the retail price.
- Jewelry is inexpensive to ship.

Card-not-present (CNP) fraud is increasing worldwide at an alarming rate, costing e-commerce merchants billions of dollars. A typical CNP fraud attack occurs when someone uses stolen payment card information to make unauthorized purchases online. The fraudster will then sell their ill-gotten goods for profit.

## **The Risk of False Declines**

The most significant risk of using strict fraud filters is false declines. A false decline happens when a fraud protection system blocks a legitimate transaction. Global losses from false declines render the cost of fraud paltry by comparison. According to the latest data, e-commerce fraud will cost merchants \$6.4 billion by 2021. False declines, on the other hand, will lead to \$443 billion in lost revenue – nearly a half a trillion dollars!

False declines are so costly because they frustrate and humiliate customers, in many cases driving them away from online shopping sites for good. If you told 100 of your customers that you wouldn't do business with them because you thought they were fraudsters, how many would leave and never come back?

Most merchants would never think of doing such a thing face-to-face, but in the digital world, good orders from good customers get rejected all the time. And, according to a recent survey by Sapio Research, 33% of U.S. consumers say they would never shop again with online merchants who treat them this way.

Rejected customers can make it harder for merchants to attract new customers, too. A quarter told Sapio they'd probably post something negative on social media about the experience of being rejected by a merchant. That kind of brand damage can raise your cost to acquire customers.

Jewelers must be especially conscious of their reputation. In the jewelry market, a single satisfied customer can be worth tens of thousands, or even hundreds of thousands of dollars over their lifetime.

### **How the Jewelry Industry Can Combat E-Commerce Fraud**

Sapio Research also found that a full 90% of respondents say security is very important to them when shopping online. And 79% would be more likely to buy online if the merchant had fraud protection. Interestingly, even though 78% of respondents say they feel "just as" or "a lot or somewhat" more safe shopping online (compared to brick and mortar), 42.25% have already experienced online fraud. So people, even if burnt by fraud, still feel online shopping is safe. But, they're being very careful. If you're not one of their trusted sites/a big name, you need to show front and center that you take their data privacy seriously.

### **Choosing the right fraud protection for your business**

As an e-commerce or multi-channel merchant, managing fraud is one of those cumbersome chores that can take a large amount of time away from your efforts to grow your business and develop new markets. But, doing nothing about fraud can spell disaster for your business. When considering fraud protection solutions, however, the options can be overwhelming.

Should you select one of your e-commerce platform's fraud filters? Or a fully automated outsourced solution? Or is full service right for you? Perhaps you want to review flagged transactions yourself, or have an expert team do the legwork for you.

You may not even know what questions to ask to make sure you get the full picture. And because the features and mechanisms of different fraud solutions vary so widely, it's easy to feel like you're comparing apples to oranges, making it difficult to know which option is the best for your business. Here are some things to consider when evaluating which fraud solution to choose. This worksheet will help you ask the right questions so you can compare your options and make an educated decision.



# Fraud Prevention Buying Checklist

Brands:

A. \_\_\_\_\_

B. \_\_\_\_\_

C. ClearSale

	A	B	C
<b>Company Information</b>			
Has the company been in business for several years?			✓
Can they provide you with case studies and client references?			✓
Is their retention rate over 95%?			✓
Does the company have a significant number of clients?			✓
<b>Integration</b>			
Do they assign IT support during integration?			✓
Does the implementation process take no more than 12 hours?			✓
Can we test the capabilities on test data prior to going live?			✓
For major incidents, will they start the resolution process in less than one hour?			✓
Will their maintenance times NOT interfere with my day-to-day business?			✓
Are they integrated with major platforms/payment gateways?			✓
Do they offer an API guide?			✓
Do they work with different sales channel (phone, PC, mobile, etc.)?			✓
Do they work with different payment methods, including local payments?			✓
<b>Usability</b>			
Will our staff not need any special training (other than how to read reports) for this solution to work?			✓
Will they handle all the decision-making while still keeping us informed?			✓
Will our purchase process still be smooth and quick for customers?			✓
Do they take steps to reduce false declines?			✓
Do they manually review flagged transactions?			✓
Will they integrate my historical data?			✓
Will they customize their rules and models around our unique customer data?			✓
Do they work with international processing?			✓
Do they keep pace with/quickly integrate new fraud trends?			✓
Can this solution scale as our company grows?			✓
Is the chargeback data fed back to the system in real-time?			✓
Do they have experience with both people and software management?			✓
Are the models constantly trained for accuracy?			✓
<b>Chargebacks</b>			
Do they cover any reason code? Even "friendly fraud"?			✓
Do they dispute chargebacks on my behalf?			✓
If they approve a transaction that's charged back, will they cover our costs?			✓
Will they investigate the reasons behind a chargeback instead of deciding based on the reason code only?			✓

	A	B	C
<b>Data Safety</b>			
Are they PCI-DSS compliant?			✓
Is their system penetration tested regularly by an external vendor?			✓
Do they host data on a secure server and follow updated ISO best practices?			✓
<b>Customer Service</b>			
Are they PCI-DSS compliant?			✓
Will they assign us a dedicated account manager?			✓
Is support available 24/7?			✓
Will they provide us with reports?			✓
Will they provide us with online dashboards?			✓
Do they have steps in place to manage peak traffic?			✓
Do their services run at full capacity, 24/7/365?			✓
Are they easy to contact?			✓
Do they answer my questions, help me understand, and treat me with respect?			✓
<b>Costs</b>			
Do they charge only for approved transactions?			✓
Is integration support/setup free?			✓
Is monthly management/support free?			✓
Will the solution be affordable as we grow?			✓
Can contracts be customized for my company's needs?			✓
Is cancellation free?			✓
Do they offer chargeback guarantee?			✓
Do they offer customized prices based on joint KPIs?			✓
Insert Your Own Questions Here			

By completing this worksheet, you should now have a much better idea of which solution will give you the best combination of effectiveness, value, and support.

*If you would like to discuss fraud protection, please contact ClearSale at [contact@clear.sale](mailto:contact@clear.sale) or access their website at <https://www.clear.sale/>.*