

Merchant Guide PagShield

How can I activate PagShield Fraud Prevention for my checkout?

PagShield uses self-learning buying behavior analysis technology, specifically designed for the Brazilian market, which helps to identify potential credit card fraud while reducing false positives to a minimum. To set up this service, the following steps must be carried out:

1. Request by email (support@pagbrasil.com) to open your PagShield account.
2. Send us your store's credit card transaction history
3. Add the PagShield JavaScript snippet to all of your webpages.
4. Add the PagShield parameters to your existing integration.
5. Configure the service in your PagBrasil Dashboard.

By activating the PagShield fraud prevention service, you declare that you are authorized by your company to do so and that you understand and agree with the terms and conditions.

Once activated and configured, any credit card transaction attempt with a payment amount equal or higher than the one defined by you will be analyzed and a risk score will be provided.

PagBrasil charges a fixed fee per analyzed transaction (please check the price in your contract or contact crm@pagbrasil.com or your Account Manager directly). Setup and configuration are free and you can request deactivation of the service at any time, unless its use is set as mandatory in your contract.

The service is available instantly after activation and configuration.

Implementation steps:

1. Request by email to open your PagShield account

Please email us at support@pagbrasil.com to request your PagShield account and we will gladly activate your account. Allow for up to five business days if you wish us to add your credit card transaction history to the PagShield database.

In case PagShield is set as mandatory in your contract, no request from you is necessary as this step will be taken care by your Account Manager in charge.

2. Send us your store's credit card transaction history

Send a report (in Excel format) containing at least the last 3 months of credit card transactions processed by your store, in order to insert this data to the anti-fraud system.

This is important to help PagShield's AI better shape its model for your store, by taking into account your transaction history instead of building it from scratch.

3. Add the PagShield JavaScript snippet to all of your webpages

You need to include the following code on every page of your website, right before the closing tag `</body>`.

This code will allow our system to analyze the behavior of the customer and generate a fraud score for the transaction.

```
<script type="text/javascript">
var __kdt = __kdt || [];
__kdt.push({"public_key": "TEE973BEC88"});
(function() {
var kdt = document.createElement('script');
kdt.id = 'kdtjs'; kdt.type = 'text/javascript';
kdt.async = true;
kdt.src = 'https://i.k-analytix.com/k.js';
var s = document.getElementsByTagName('body')[0];
s.parentNode.insertBefore(kdt, s);
})();
</script>
```

Please note that your individual **"public_key"** will be sent to you once your PagShield account is created.

4. Add the PagShield parameters to your existing integration

When submitting the transaction, you will need to call the JS function below to extract the customer's ID (visitor_id) and transmit it via API (function addorder) or iFrame to the PagShield anti-fraud system:

```
<script type="text/javascript">
var visitor_id = getKondutoID();
</script>
```

Please refer to the PagBrasil Integration Manual - Credit Cards for further details about this parameter.

5. Configure the service in your PagBrasil Dashboard

At your PagBrasil Dashboard, in the tab PagShield, you will be able to configure the actions to be taken according to the transactions scores. All transactions are analyzed and given a score in real-time by our anti-fraud system.


- a. Define the minimum payment amount at which transactions shall be processed with fraud prevention:


Payment Amount Threshold:

Process transactions with PagShield fraud prevention only when payment amount >= BRL

Note: We strongly recommend keeping the minimum payment amount as zero for a few months so that all transactions are analyzed by PagShield helping the system to adjust the model faster and more accurately.

- b. Move the sliders to adjust the action for each score range: process right away, pre-authorize or decline a transaction:

Move the slider below to adjust the score: 

Recommendation: 

Approve	Review	Decline
<p>Action 1</p> <p>Rule: SCORE >= 0 and SCORE <= 29</p> <p>Process order right away</p>	<p>Action 2</p> <p>Rule: SCORE > 29 and SCORE < 61</p> <p>Pre-authorize for manual fraud check ⓘ</p>	<p>Action 3</p> <p>Rule: SCORE >= 61 and SCORE <= 100</p> <p>Decline</p>

- c. Tick the action to be taken in case of an error while obtaining a fraud score: (1) process right away or (2) pre-authorize for manual check:

In case of an error while obtaining the fraud score, take the following action:

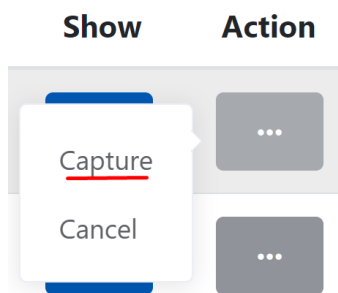
Process order right away
 Pre-authorize for manual fraud check i

d. You can enter the e-mail addresses (separated by a comma “,”) at which you want to receive a notification when a manual fraud check is required:

Send an e-mail notification when a manual fraud check is required: i

a@b.com, name@yourstore.com

Note: When an order is pre-authorized, you can capture it, after analyzing its legitimacy, in the “Search Order” tab, by using the Action button and selecting “Capture”, as below:



6. Develop a step-by-step for analyzing pre-authorized transactions

Pre-authorization can be extremely helpful in raising credit card conversion rates securely, if the seller is willing to manually analyze pre-authorized transactions.

In this sense, because PagShield strives to increase conversion rates, it avoids outright rejecting orders and, instead, opts to give them high PagShield scores that are still in the pre-authorization section of the slider, so, usually, in the 45 to 60 score range. With this, it ensures that most orders, if they have even the slightest chance of being non-fraudulent, can be captured by the seller.

Considering this, if you choose to maintain the pre-authorization section of the slider, as we strongly recommend you do, it is fundamental that you carefully analyze all pre-authorized orders, since these are considered to be risky and, if not properly inspected, may result in chargebacks.

Due to this, it is essential that you develop a step-by-step to be followed when analyzing pre-authorized transactions. These steps will vary from business to business, but we’ve highlighted a few recommendations to aid you in this process:

- a. Check the score of the pre-authorized transaction and its PagShield history. This can be done in the Search Order tab of the Dashboard:

TESTE_REAL_2 Credit card Pre-authorized 17/08/2020 16:01:47 test@test.com 5,20

Order:	TESTE_REAL_2	Amount due (BRL):	5,20
Method:	Credit card	Installments:	1
Product(s):	Product_Test (1 license)	Credit card brand:	Mastercard
Submission date:	17/08/2020 - 16:01:47:517	Credit card details:	bruno 550209*****1673
Status:	Payment pre-authorized but not captured yet	Current PagShield score:	42
Customer name:	José da Silva	Authorization code:	058112
Tax ID:	91051605962	Soft descriptor:	testeBruno
E-mail:	test@test.com	Recurring:	Transaction based on initial order TESTE_REAL
Phone:	51 3328.5642	PagStream:	No
Address:	Av. Dr. Nilo Peçanha, 1221 / 902		
Postal Code:	91330000		
City:	Porto Alegre		
State:	RS		

We recommend extreme care with all pre-authorized orders, but, especially, with those that received a score in the 35 to 60 range, as these tend to be extremely high risk.

- b. Look for other transactions from the same buyer by making a search using the buyer's e-mail address:

Search Order

test@test.com E-mail address + Search Export to CSV

Order	Method	Status	Date	E-mail	Amount (BRL)	Show	Action
TESTE_REAL_2	Credit card	Pre-authorized	17/08/2020 16:01:47	test@test.com	5,20	▼	⋮
TESTE_REAL	Credit card	Pre-authorized	17/08/2020 16:01:01	test@test.com	5,15	▼	⋮

Multiple failed or pre-authorized orders by the same buyer can be a sign of a fraudulent purchase.

If you see many orders by the same buyer, always check the credit card numbers used in them, as using multiple different credit cards can be a strong sign of fraud.

- c. Search the address listed on Google Maps. Looking up the buyer's address on Google Street View can help identify if the order seems legitimate.

- d. Call the customer to verify information. However, never inform them that you are doing this due to a fraud analysis, as this tips off fraudulent buyers.

Note: On this phone call, ask them to confirm information, such as stating their CPF and the last 4 digits of their credit card, to see if they match what is listed in the order.

- e. In case of serious doubt, request a picture of the buyer holding their ID (RG in Brazil) or even their credit card (while leaving only the last 4 digits uncovered). This step can be very useful, especially, if the purchase made is of a very high value, which represents increased risk to the seller.

*This is what the PagShield configuration page looks like in your PagBrasil Dashboard once this service has been enabled in your account:

PagShield

Activate PagShield: By activating the PagShield fraud prevention service, you declare that you are authorized by your company to do so and that you understand and agree with the following terms and conditions.

Terms and conditions: PagShield uses self-learning buying behavior analysis technology, which helps to identify potential credit card fraud. To set up this service, the following steps must be carried out: acceptance of the terms and conditions of PagShield's service, configuration of the service below, addition of parameters to your existing API or iFrame integration and the addition of a JavaScript snippet to all webpages.

Once activated and configured, any credit card transaction attempt with a payment amount equal or higher than the one defined below will be analyzed and a risk score provided via API.

PagBrasil charges a fee of BRL 0,50 per analyzed transaction. Setup and configuration is free and you can request deactivation of the service at any time.


The service is available instantly after activation and configuration.

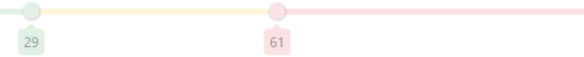
Please e-mail support@pagbrasil.com with any questions.

Please check to confirm you have read and accept the above terms in order to activate PagShield.

Anti-fraud service ID:
For more information on how to change your ID please contact support@pagbrasil.com

Payment Amount Threshold:
Process transactions with PagShield fraud prevention only when payment amount >= BRL

Move the slider below to adjust the score: 

Recommendation: 

Approve	Review	Decline
Action 1	Action 2	Action 3
Rule: SCORE >= 0 and SCORE <= 29	Rule: SCORE > 29 and SCORE < 61	Rule: SCORE >= 61 and SCORE <= 100
Process order right away	Pre-authorize for manual fraud check ⓘ	Decline

Never process right away but pre-authorize for manual fraud check when this minimum amount is reached: ⓘ (BRL)

In case of an error while obtaining the fraud score, take the following action: Process order right away Pre-authorize for manual fraud check ⓘ

Send an e-mail notification when a manual fraud check is required: ⓘ

Important extra actions:

In order to contribute to the improvement of PagShield's machine learning results, each refund made by the merchant (you) must be flagged as "Suspicious" at your PagBrasil Dashboard, if the purchase was identified as fraudulent or risky, using the Actions button when searching for the specific order, as shown below:

Request Refund ×

Suspected fraud

Amount to be refunded (BRL)

When opting to cancel a pre-authorized purchase, if this action is being taken because you believe the purchase and buyer are fraudulent, flag the order as "Suspicious", as shown below:

Request Refund ×

Suspected fraud

Additionally, for Gateway accounts, every chargeback received by your acquirer must be flagged as "Chargeback" at your PagBrasil Dashboard, using the Actions button when searching for the specific order, as shown below:

Request Refund

Chargeback

Create Payment Link

PagBrasil, June 2021.