

mCommerce is a big target in Mexico

How are you protecting your business from mobile fraud?



Mexico mCommerce expected to increase to **US\$ 4.9 billion** in 2021¹



Mexico's smartphone penetration is projected to rise to **>56%** of the population in 2021²



Digital buyer penetration anticipated to grow to **>33%** in Mexico in 2021³



Are Mexico's merchants protecting the mCommerce channel?

4x

Cost of fraud in US has grown 4x more in the mobile channel than the physical POS channel since 2015⁴

21%

of Mexico's merchants screen for mobile fraud⁵

Through **CyberSource's Fraud Management Platform**, **Visa** can help merchants to:



Grow sales conversion



Reduce fraud and chargeback rates



Lower manual review and operational costs



Improve customer experience

Sources

1. eMarketer, 2017, <http://bit.ly/2u0uM2E>
2. eMarketer, 2017, <http://bit.ly/2slc4sT>
3. eMarketer, 2017, <http://bit.ly/2uanVUT>
4. True Cost of Fraud Study - Annual Report, LexisNexis, 2016.
5. Online Fraud Report for Latin America, Visa Inc., 2017.

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