

# Gift Card Fraud Protection

## Eliminate Gift Card Fraud and Grow Your Revenue

The assault on gift cards is growing, but don't let your fear of fraud turn customers away. What if you could maximize approvals during the holidays at **zero risk or liability** to your business?

Vesta Gift Card Fraud Protection makes it safe and seamless to take on more gift card orders when more shoppers are using them—all without the fear or the cost of fraud.

Every approved transaction is covered by Vesta's **100% fraud chargeback guarantee**. Meanwhile, our intelligence platform works behind every session to detect and prevent fraudulent purchases. If we're wrong, it's on us. So let more orders in, and grow your revenue with peace of mind.

**Nearly 50% of merchants have declined legitimate gift card customers**

**Gift card fraud costs between 1%–4% of revenue**

**35% growth projected in US gift card sales with up to USD 221B by 2024**



### Customers want to use their gift cards right away

Frictionless verification improves the shopping experience.



### Account Protect

Monitors for unauthorized log-ins and fake sign-ups before transactions occur.



### Payment Protect

Delivers feedback on transactions needed to approve or decline them in real time.

Vesta is a leading fraud intelligence platform that maximizes approval rates without risk or fear of fraud. We've been defining and refining scalable protection payment solutions for over 20 years globally. Our flexible, scalable solutions enable companies to grow their businesses by focusing on revenue rather than risk, delivering secure, frictionless transactions that maximize acceptance and improve customer experience—all backed by a zero-fraud-liability guarantee.

Visit [trustvesta.com](https://trustvesta.com) to learn more, or contact us at [sales@trustvesta.com](mailto:sales@trustvesta.com) to schedule a demo today.