

PRESENTED BY TIM HARTLEY

PERPETUATING FRAUD

GURU CONFERENCE 2024



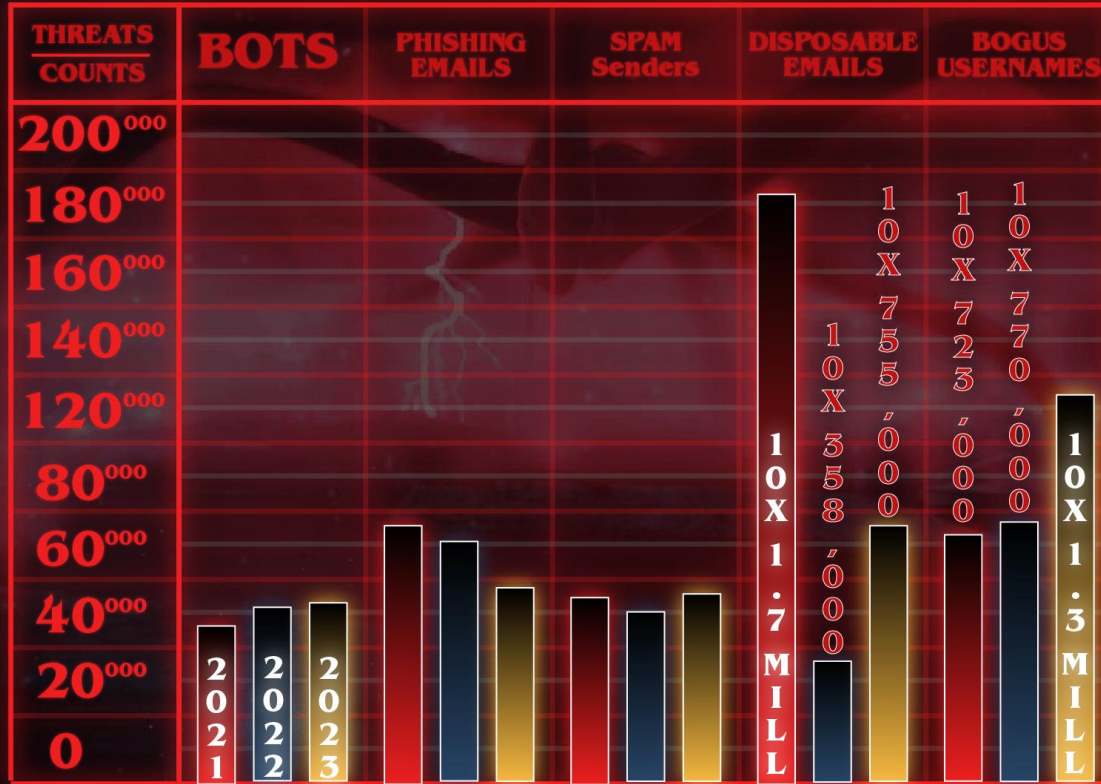
webbula
The Data Solutions Experts

PERPETUATING
FRAUD

Is Email Fraud Increasing?

GURU CONFERENCE 2024

Fraud Trends



PERPETUATING
FRAUD

How Is Fraud Perpetuated?

GURU CONFERENCE 2024

Fraud Motivation

Consumer Side

- Free Items

- Discounts

- Bad Actors

- Poor Customer Service

Sender Side

- Mailing Quotas

- Profits

- Scamming



Consumer Fraud Tactics



Consumer Side

- Chargebacks
- Coupon abuse
- Fake accounts



PERPETUATING
FRAUD

Fraud Overlap

GURU CONFERENCE 2024

How Fraud Has Become More Accessible

- Financial Incentives
- Low Risk, High Rewards
- Technology and Automation
- Lack of Awareness



PERPETUATING
FRAUD

Consumers

GURU CONFERENCE 2024



Consumers want:

- Transparency
- Fairness
- Support
- A reason to receive your communications.



webbula

The Data Solutions Experts

PERPETUATING
FRAUD

Senders

GURU CONFERENCE 2024

Senders Want:

- Reach
- Profits



Sender Risks

- Email Security Vulnerability
- List Poisoning
- Legal



PERPETUATING
FRAUD

How to Stop Perpetuating Fraud

GURU CONFERENCE 2024



Incentivize Ethical Behavior

- Newsletters

- Customer Reward Programs

- Clear ToS

- Improve Customer Support

PERPETUATING
FRAUD

About Webbula

GURU CONFERENCE 2024

What We Do

Email Verification



Eliminate undeliverable emails
without sending a single message

Email Hygiene



Find threats that lead to
list poisoning and blocklisting

Deliverable is Still Dangerous

CONVERSION
THREATS



DELIVERY
THREATS



EMAIL FRAUD
THREATS



SENDER
REPUTATION
THREATS



UNKNOWN
EMAILS



VALID
EMAILS



INVALID
EMAILS



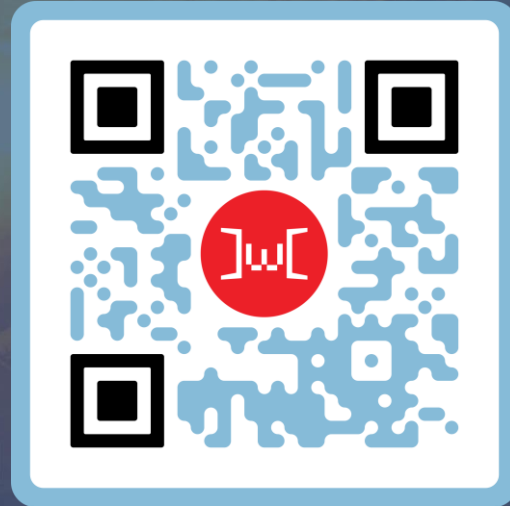
EMAIL
VERIFICATION

EMAIL
HYGIENE

Get Started Today



Tim Hartley
VP of Business Development



PREVENTING FRAUD

PRESENTED BY TIM HARTLEY

PERPETUATING FRAUD

GURU CONFERENCE 2024



webbula
The Data Solutions Experts