

Latin American eCommerce continues its rise

How are you protecting your business from online fraud?



eCommerce in Latin America is expected to reach **US\$ 71.9 billion** in 2017 (US\$ 92.2 billion in 2020)¹



Latin America's smartphone penetration is projected to rise **>35%** in 2017 (>44% in 2021)²



Digital buyer penetration anticipated to grow to **>32%** in Latin America in 2017 (>37% in 2021)³

Are Latin America businesses protecting themselves against online fraud?



56%

of businesses track fraud performance metrics



1.7%

of online sales become chargebacks



9.2%

of orders are rejected



82%

of merchants conduct manual review



12.2%

of merchants between US\$ 5M and US\$ 50M in revenue reject more orders (**12.2%**) and have the highest chargeback rate (**1.6%**)

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 experiences

Sources

1. e-Readiness in Latin America - personalized report prepared by Euromonitor International for Visa Inc., 2016. (estimated spend based on the online retail and travel & tourism categories)
2. eMarketer, 2017, <http://bit.ly/2slc4sT>
3. eMarketer, 2017, <http://bit.ly/2v4ZZ1Q>
4. Latin America Online Fraud Report, Visa Inc., 2017.

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