

goods

goods.ru  
настоящий маркетплейс



**Kaspersky  
secures the  
goods.ru  
marketplace and  
its customers  
from cyberfraud**

kaspersky

# Kaspersky secures the goods.ru marketplace and its customers from cyberfraud

goods.ru is a subsidiary of M.Video and a prominent representative of an organization that's focused on e-commerce. Since September 2017, customers of the online service have had access to thousands of products from leading online stores across Russia: from electronics and building materials to sports nutrition.

## E-commerce

- Subsidiary of M.Video
- Founded in 2016
- Headquartered in Moscow, Russia
- Over 700,000 products from various categories
- Approximately 3 million users per month
- Over 5,000 orders per day
- Turnover of \$15 million in Q4 2018
- Uses Kaspersky Fraud Prevention

**“As a rule, the more profitable a loyalty program is, the more interesting it is to cybercriminals. This is because illegal activity involving these programs requires less investment than fraud in the banking sector and doesn't pose any particular risks for those committing it. Our solution prevents account theft by using advanced analytical tools and in no way interferes with the convenience of legitimate users of the service”**

Evgenia Naumova,  
Head of corporate sales,  
Kaspersky Russia

In the fourth quarter of 2018, the company received orders for more than \$15 million. The affiliate network is currently made up of more than 1,500 online stores and manufacturers. The goods.ru product range makes up 60% of the target audience's annual basket of consumer goods.

The goods.ru service approach to business enables the company to attract more loyal customers, increase the volume of repeat orders and amount spent, and also maintain the company's reputation as a reliable partner. The key advantages of goods.ru are the marketplace's ease of use, its wide range of products and unique 'composite' loyalty program. The uniqueness of the loyalty program is achieved through a combination of various incentive mechanisms for the buyer during registration and purchase – 'welcome' bonuses, accumulation of bonus points for subsequent purchases, cashback and discounts. More than half of first-time goods.ru customers make a second purchase within 30 days.

## Challenge

Unfortunately, profitable loyalty programs attract the attention of not only genuine buyers but also fraudsters. The main threats to online loyalty programs are the theft of accounts belonging to regular customers and the creation of fake accounts.

Fraudsters can pursue different goals, such as the resale of bonuses and the goods bought with them, receiving gifts and participating in promotions using several accounts at the same time.

This abuse of loyalty programs leads to a number of problems for the company: reputational risks, false information about the number of clients, the threat of malicious code being introduced into the platform to automatically steal accounts and other fraudulent activities.

“At the outset and with the subsequent growth of the project, the team was faced with the problem of tracking dishonest users who hacked accounts, intercepted sessions and fraudulently obtained bonus points when making a purchase via an account belonging to a legitimate customer,” commented Valentin Shkulov, fraud analyst at goods.ru.

## The Kaspersky solution

In order to achieve a leading position in the online sales market, goods.ru pursues an integrated approach to combating fraud. Companies have to take into account many factors and maintain a balance between the convenience of a service and security.

### **How do you preserve the attractiveness of the platform for bona fide users while tracking fraudulent activities?**

Placing restrictions on a loyalty program to combat fraudsters will significantly reduce the appeal of an online sales platform for regular customers. Identifying unscrupulous users only by analyzing the history of orders gives an incomplete picture of their behavior.

After analyzing the online fraud prevention solutions available on the market, goods.ru chose Kaspersky Fraud Prevention. The main criteria for choosing Kaspersky Fraud Prevention were: a full range of proactive detection technologies for advanced fraud schemes, the use of machine learning, the unique expertise of the Kaspersky fraud analysts in the field of combating information threats and the ability to predict how they will develop.



**“As a result of collaborating with our colleagues from Kaspersky Fraud Prevention, we were able to build a system for the most complete monitoring of fraudulent activity and create an extensive map of illegal scheme patterns”**

**Valentin Shkulov,**  
fraud analyst at goods.ru

## **Results**

The cost of implementing a pilot of Kaspersky Fraud Prevention with machine learning technology and setting up the system for the company’s needs was minimal, and the solution quickly demonstrated its effectiveness. Switching Kaspersky’s protection to full-fledged operations allowed the information security specialists to halve the number of fraudulent transactions and achieve an 87% match between the verdicts of Kaspersky Fraud Prevention and internal analytics data.

“As a result of collaborating with our colleagues from Kaspersky Fraud Prevention, we were able to build a system for the most complete monitoring of fraudulent activity and create an extensive map of illegal scheme patterns,” concluded Valentin Shkulov, fraud analyst at goods.ru.

“As a rule, the more profitable a loyalty program is, the more interesting it is to cybercriminals. This is because illegal activity involving these programs requires less investment than fraud in the banking sector and doesn’t pose any particular risks for those committing it. Our solution prevents account theft by using advanced analytical tools and in no way interferes with the convenience of legitimate users of the service,” explained Evgenia Naumova, head of corporate sales for Kaspersky in Russia.

Thanks to the implementation of Kaspersky Fraud Prevention, goods.ru was able to provide its customers high-precision protection against the theft of user accounts and accumulated bonuses, while protecting its own systems from malicious users.





## Beat fraud and ensure seamless digital experience for your clients

### Automated Fraud Analytics

- Real-time detection and analysis of in-session events
- Identification of new account fraud, money laundering and account takeover incidents
- Global entity linking and mapping

### Advanced Authentication

- RBA functionality
- Continuous authentication
- Reduced second factor costs



True Machine Learning



Forensic Capabilities



Reduced Operational Costs



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IT Security News: [business.kaspersky.com](http://business.kaspersky.com)  
[www.kaspersky.com/fraudprevention](http://www.kaspersky.com/fraudprevention)

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