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suspected to be fraudulent.

Dec. 19, 2022



A new analysis found that the average number of suspected digital fraud attempts on any given day between Thanksgiving and Cyber Monday (Nov. 24 and Nov. 28) was 82% higher globally than during the rest of the year (Jan. 1, 2022 to Nov. 23, 2022) and 127% greater than during the rest of the year for transactions originating in the U.S.

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Monday.

Breakdown of Risky Transactions During Holiday Period

Day	Percentage of All Holiday Period Risky Transactions by Day (Nov. 24-28)
Friday, Nov. 25 th (Black Friday)	26%
Monday, Nov. 28 th (Cyber Monday)	24%
Saturday, Nov. 26 th	22%
Sunday, Nov. 27 th	16%
Thursday, Nov. 24 th (Thanksgiving)	12%

Courtesy of TransUnion

“Fraudulent activity tends to be particularly prevalent in online retail during the holiday shopping season,” said Shai Cohen, senior vice president and head of global fraud solutions at TransUnion. “Despite the fact that consumers have begun returning in larger numbers to in-person shopping in the post-pandemic era, online retail continues to be the preferred means of holiday shopping for many. It’s important that online retailers ensure consumer security and privacy protections, which is important to consumers, but in a way which ensures a seamless shopping experience that minimizes unnecessary friction.”

TransUnion also revealed in the analysis the top types of fraudulent e-commerce transactions during the holiday shopping season. This year, promotion abuse and account takeover were the leading fraud attempt types.

“Online retailers must equip themselves with the proper tools to detect fraud at the first warning sign, and without inhibiting the consumer journey,” said Cecilia Seiden, vice president of the retail business at TransUnion. “It’s more important than

ever that these online retailers implement holistic fraud solutions that are able to

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Additional information on TransUnion's 2022 holiday fraud trends can be [found here](#).

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