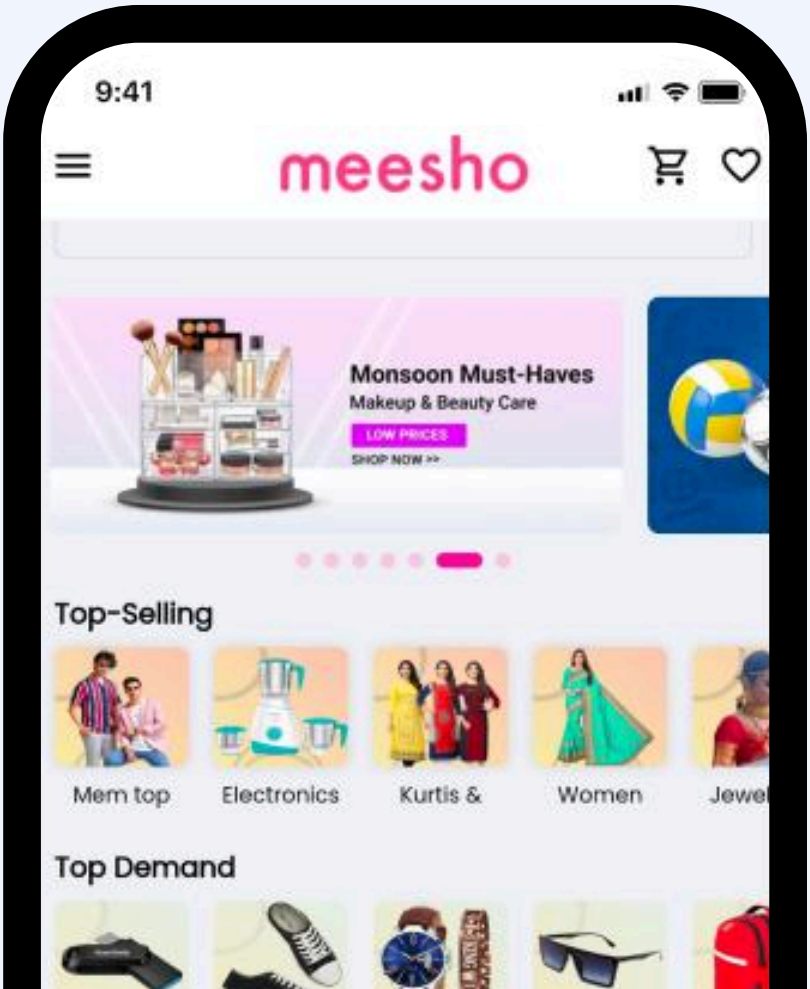
SHIELD | meesho

E-Commerce & Marketplace

How SHIELD helps Meesho stop fraud with its Device-First Fraud Intelligence Platform

Meesho is an Indian social commerce platform, with over 120 million monthly active users. It facilitates trade between suppliers, resellers, and customers. The platform provides a convenient way for individuals to enter the e-commerce space.

SHIELD's Device-First Fraud Intelligence platform consists of device identification and intelligence. We identify the root of fraud with the **SHIELD Device ID** and return **actionable fraud intelligence** in real-time, helping Meesho eliminate fraud.

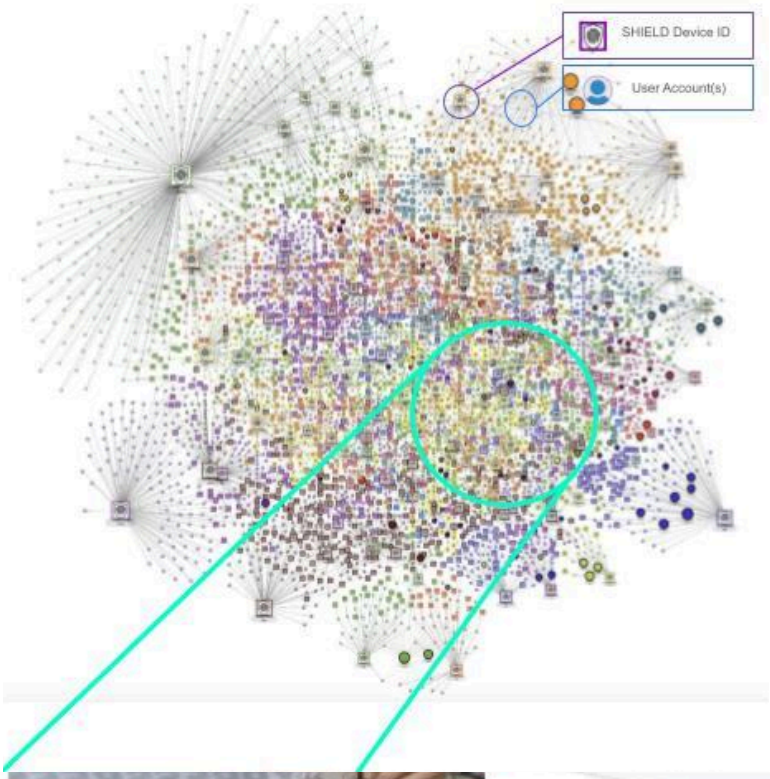


Use Cases

Internal & Delivery Partner Fraud

What is Internal & Delivery Partner Fraud?

Fraudulent delivery partners could collude to steal packages and goods from users and resell them, replacing the goods with defects or rubbish. This allows them to earn delivery fees, without delivering the actual goods.



SHIELD Fraud Intelligence

App Cloners Running
VPN Running
Suspicious Factory Reset
Hooking
Screen-sharing

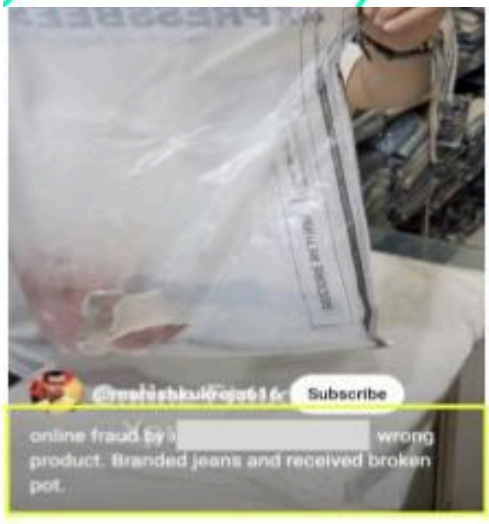
Example Fraud Case:

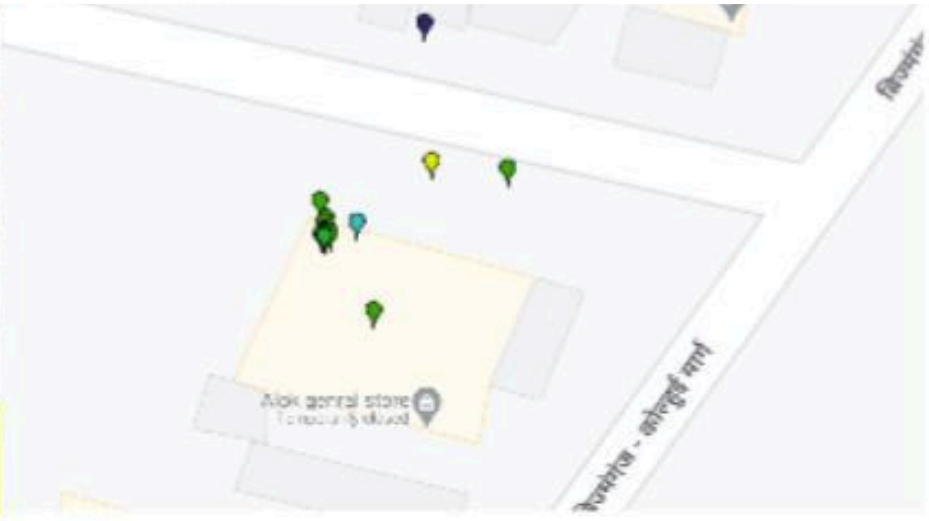
2,929 Devices controlled
4,094 user accounts.

Typically, **app-cloners** are used to create fake accounts at scale.

Fake accounts are often used to leave **fake ratings and reviews** that **enhance a listing's ranking** and **mislead genuine users**.

In one instance:
SHIELD identified **15 devices** controlling **87 user accounts** connected to a client's logistics partners wifi network. Their location points to a logistics partner **warehouse**.





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Use Cases

Buyer-Seller Collusion

What is Buyer-Seller Collusion?

Fraudsters create both buyer and seller accounts. They use **fake listings** to trick genuine users into purchasing counterfeit or defective products, using fake user accounts to bump up their listings with **fake reviews**.

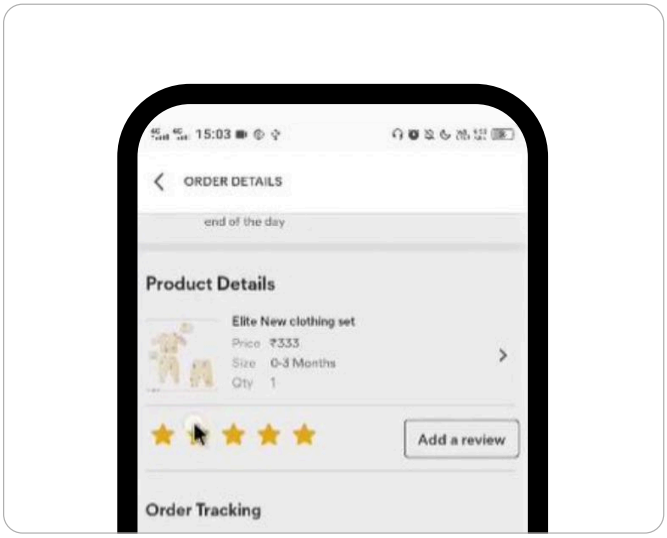
User can also earn rebates on marketplace apps. Fraudsters can work with seller to abuse this by buying an item and claiming rewards. The seller works with them to transfer back the value of the item so that no money has been spent, but reward points have been obtained. The user and merchant then tend to split the rebates.

Fake Reviews

What are Fake Reviews?

Fraudsters often create fake accounts to fake ratings at scale and boost the visibility of their fake listings.

- SHIELD Device ID identifies devices that are linked to multiple user accounts.
- SHIELD Fraud Intelligence detects commonly used tools and techniques to speed up the fake review creation process such as **app cloners and auto clickers**.



Fake & Counterfeit Listings

What are Fake Reviews?

Fraudsters create fake accounts to masquerade as legitimate brand affiliates and sell counterfeit or bad products.

- SHIELD Device ID identifies devices that are linked to multiple user accounts.
- SHIELD Fraud Intelligence detects commonly used tools and techniques used to create fake listings at scale such as **app cloners and emulators**.

Use Cases

Referral & Promo Abuse

What is Referral & Promo Abuse?

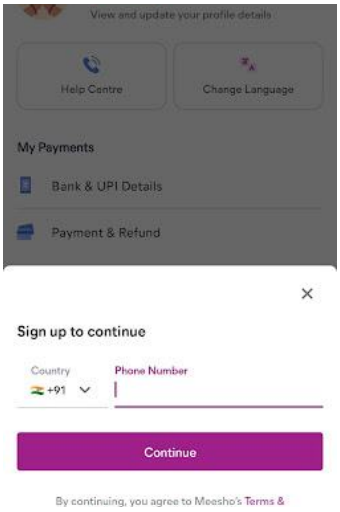
Fraudsters can create many fake accounts to redeem the same discounts multiple times, draining campaign budgets. They could also exploit new-user signup and referral codes in the same way. SHIELD **identifies devices linked to multiple user accounts**, and detects tools used by fraudsters to automate and scale this process.

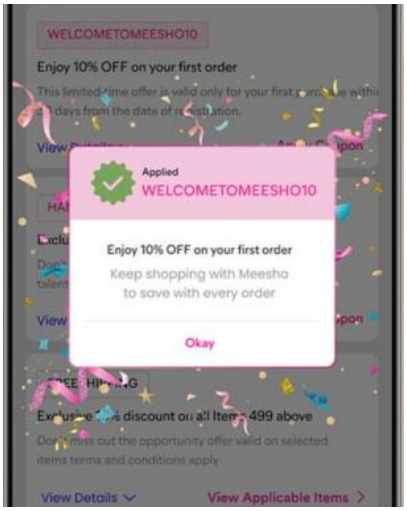
SHIELD Fraud Intelligence

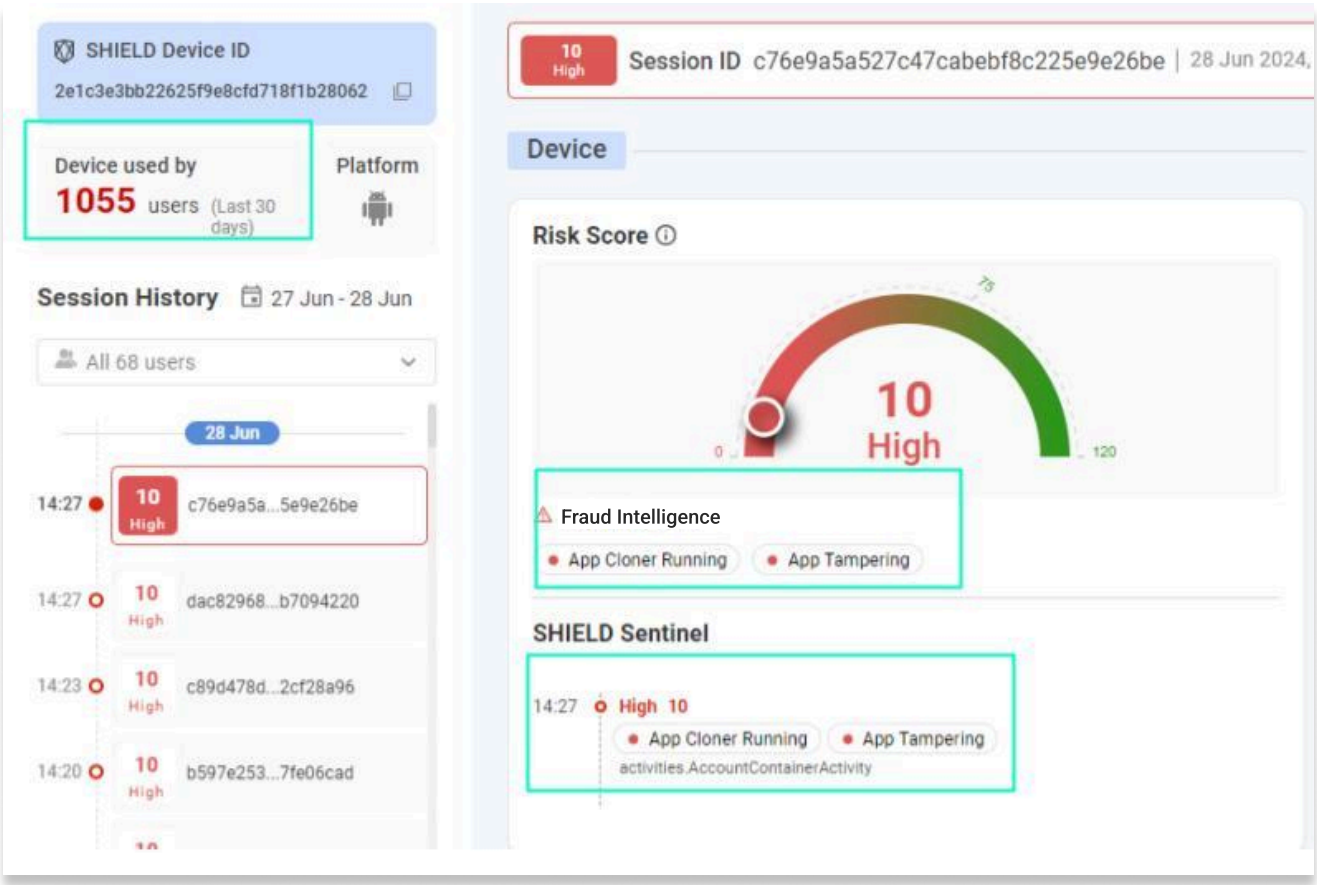
Detects commonly used tools and techniques to speed up the promo redemption process such as **app cloners and tampered apps**.

These malicious tools are used to change device attributes.

This allows fraudsters to evade detection and create multiple accounts at scale, abusing sign up bonuses for new users, referral codes, and limited time discounts.







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Use Cases

Account Takeover (Abusing Accessibility Services)

What is Referral & Promo Abuse?

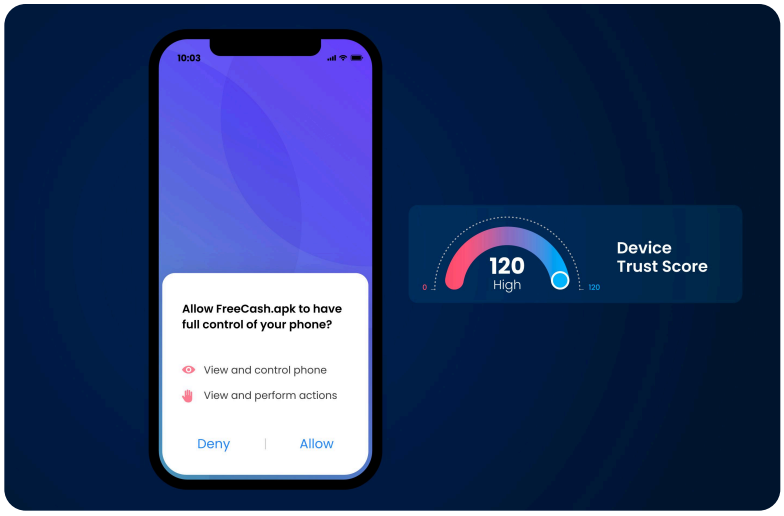
Fraudsters can create many fake accounts to redeem the same discounts multiple times, draining campaign budgets. They could also exploit new-user signup and referral codes in the same way. SHIELD **identifies devices linked to multiple user accounts**, and detects tools used by fraudsters to automate and scale this process.

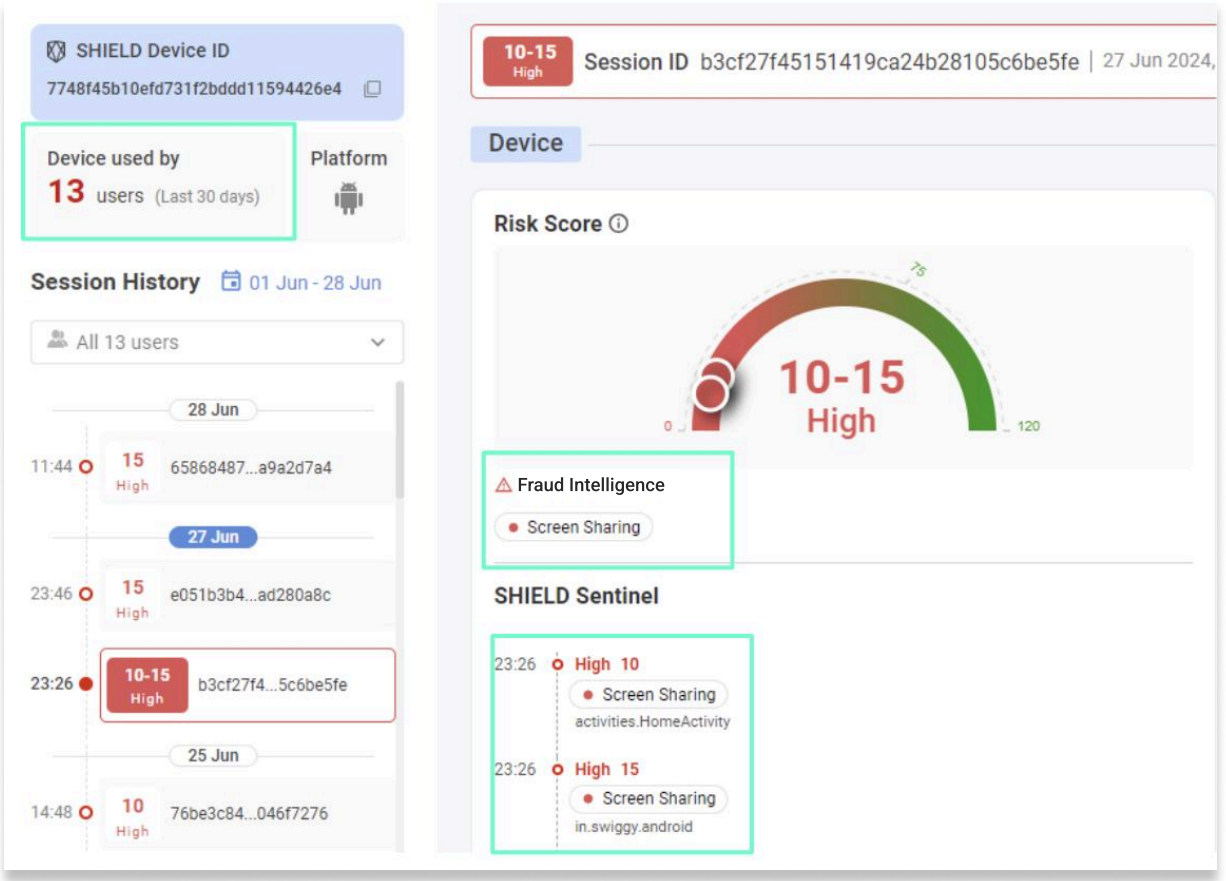
SHIELD Fraud Intelligence

SHIELD's Fraud Intelligence continuously profiles device sessions, **returning when a good user turns bad**.

For example, SHIELD can detect when devices with a consistently high trust score suddenly begin to exhibit malicious behaviour, returning risk signals including:

- The use-of **screen-sharing tools, auto-clickers, and device masking tools** - often used by ATO fraudsters.





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Use Cases

Account Takeover

What is Account Takeover?

Account takeover (ATO) fraud is when fraudsters gain unauthorised access to user accounts with stolen credentials. They use credential stuffing and brute force attacks to conduct mass takeovers. Once in, fraudsters are able to do a myriad of fraudulent activities, including **payment fraud** and stealing personal information.

01

Payment Fraud

Fraudsters with access to user accounts can steal user information, including credit card details, using the victim's information to make unauthorized transactions.

02

Refund Fraud

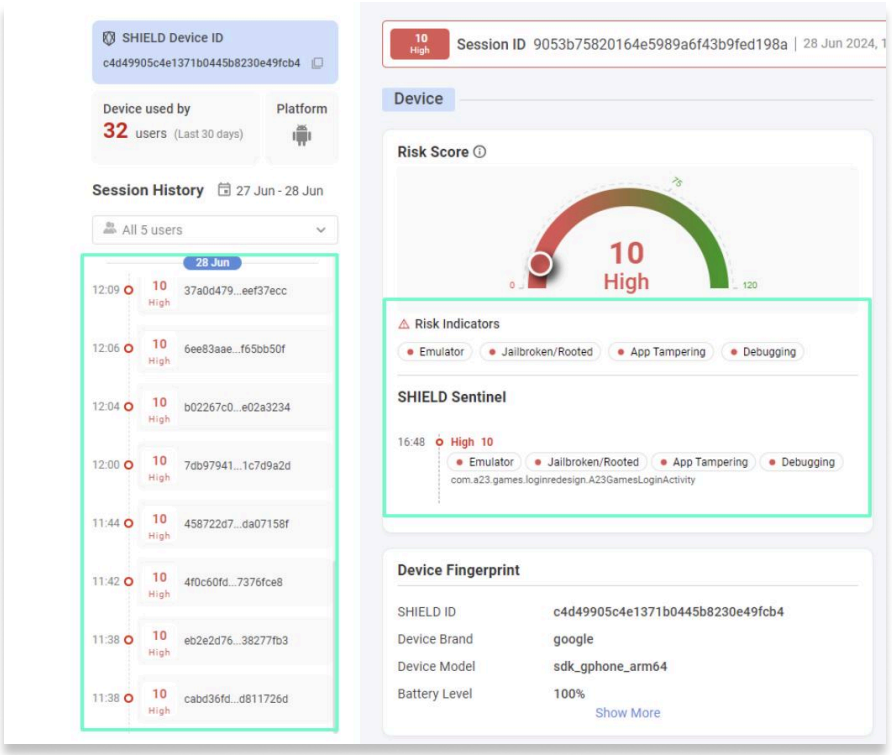
Fraudsters change user card information or bank details to their own without the victim's knowledge, claiming any refunds made.

SHIELD Fraud Intelligence

Detects when multiple accounts are being accessed by one devices - a sign that a fraudster is attempting to takeover accounts.

Multiple login attempts in a short period of time, across multiple geographical locations are also flagged as suspicious activity.

SHIELD also detects commonly used tools and techniques to speed up the ATO process such as emulators and jailbroken devices.



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