

paladin vendor report | **fraud prevention**

2026

**TENTH ANNIVERSARY**



## The 2026 Paladin Vendor Report

### **The commerce landscape is increasingly complex. This report cuts to the chase.**

Every day at Paladin Group, we're in the thick of the fast-paced world of fraud solutions. With dramatic changes coming quickly, including AI "assistants" or "Agents" handling shopping tasks on the customers behalf, commerce and business models are ever-evolving. So it's crucial to remain focused on streamlining and maximizing the capabilities of organizational fraud management operations while reducing checkout friction and preparing technology to identify legitimate agent-led activity without increasing false positives.

As experts on today's solution providers, services, and tools, it's our job to maintain a high-level view of the fraud prevention landscape as well as a detailed, on-the-ground understanding of every solution and every challenge. As the number of providers and services grow and technology evolves, merchants' options become increasingly complex and varied.

It's our mission to serve as an authority on these products and their strengths, areas of opportunity, and enhancements, which is why we published the first-ever Paladin Vendor Report (PVR) in 2017. It offered an unprecedented exploration of how merchants could mitigate the risks that come with accepting payments in an omni-channel, card-not-present world.

Because of the constant evolution of many popular fraud mitigation solutions, we decided to provide the Paladin Vendor Report (PVR) on an annual basis. And now, we're pleased to publish the latest: the 2025 Paladin Vendor Report. We've offered

We focus on several key areas during the discovery process. (Not all are applicable to every vendor, but for consistency, we examined each of the following wherever relevant.)

**PRODUCT** - The vendors overarching solution and functionality.

**SERVICES** - Available offerings to help merchants during integration and throughout their client lifecycle, including reporting.

**BUSINESS DEVELOPMENT** - Current partnerships and channels for direct and indirect customers.

**MARKETING** - Industries and verticals of focus.

**SALES** - A breakdown of marketing and sales.

**TECHNOLOGY** - Integration and technical details associated with the solution.

previous participants the chance to update their sections and incorporated additional participating vendors.

What this report offers: the PVR helps merchants navigate the ever-expanding number of solution providers and services available to them. We spoke with vendors who offer risk mitigation products to merchants in the Card Not Present (CNP), omni-channel, marketplace, and fintech environments—then gathered, examined, and compiled the information for each participating vendor.

Vendors had the option to participate in the report, and Paladin was compensated for the research performed. Our team spent hours in discussion with each of these vendors. We test-drove their products and gathered overviews of their services, marketing, sales, technologies, and future plans. For vendors who chose not to participate in the report, we drew upon our extensive interaction, client input, and research to share a summary of their services.

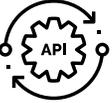
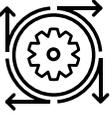
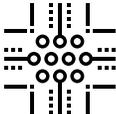
This report is a groundbreaking effort to gain as much first-hand knowledge as possible from fraud prevention vendors, compiling our findings in a way that's helpful and revolutionary for our industry and the merchants who depend on us. This report is purely informational, and it is not designed to rate the products and services of the vendors, review them, give opinions on them, or give a thumbs-up (or down) about the vendors. The report's

intent is to provide clarity regarding what products and services fraud mitigation vendors offer.

The vendors are segmented into five different categories based on their core offerings. Some of the vendors offer other products that complement their core offering or have additional functionality or products. Some vendors provide services in overlapping segments, and this report offers a separate overview for each of the following categories:

- User Behavior & Reputation
- 3DS & Consumer Authentication
- Fraud Platforms & Decision Engines
- Identity & Data Verification
- Chargeback Management & Platform

## Core functionality icon key

 3rd Party API Capabilities	 Payment Gateway Capabilities	 Operational Support
 AI Powered	 Guaranteed Chargeback Liability	 ATO Detection Capabilities
 Account/Client Management	 Device Intelligence Capabilities	 Historical Sandbox Testing
 Professional Guidance/Services	 User Behavior Capabilities	 Pre-Authorization Functionality
 Fraud Engine/Platform Functionality	 Non-Production Real Time Rules Testing	

**3rd Party API Capabilities** – The ability to call out via API to third-party vendors for data, device fingerprinting, etc.

**Payment Gateway Capabilities** – The ability to process payments directly through their own platform or solution.

**Operational Support** – Provides outsourced operational support, at a cost, for reviewing high-risk transactions and/or managing chargebacks.

**AI Powered** – Matching algorithms to detect anomalies in the behavior of transactions or users.

**Guaranteed Chargeback Liability** – Guarantees merchants do not take fraud losses for vendor-approved transactions.

**ATO Detection Capabilities** – Using device characteristics to detect account takeover/account penetration.

**Account/Client Management** – Personnel dedicated to working directly with clients.

**Device Fingerprint Capabilities** – Built directly into the platform (not a third-party API call).

**Historical Sandbox Testing** – Ability to test rules against historical transactions in a non-production environment.

**Professional Guidance/Services** – Provides outsourced support for data analysis, rules-building, and recommended best practices, etc.

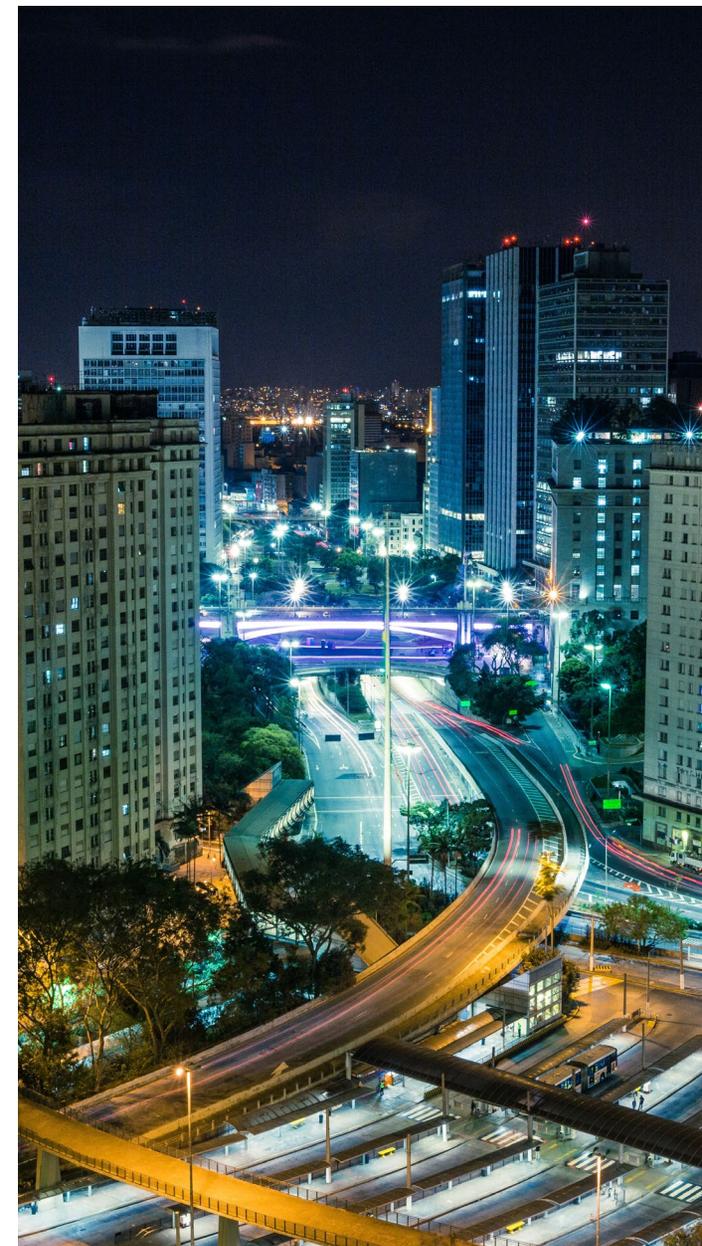
**User Behavior Capabilities** – Built-in (not via third-party) capabilities to capture cursor movements, mouse clicks, and time on a merchant site.

**Pre-Authorization Functionality** – Ability to score and/or decision a transaction prior to authorization.

**Fraud Engine/Platform Functionality** – Ability to score/decision a transaction post-authorization.

**Non-Production Real Time Rules Testing** – Ability to test real-time transactions in a non-production environment.

Chargebacks are just one of the many risks that threaten a business's success, but they also happen to be the most dangerous. If left unchecked, chargebacks steal profits and threaten a business's longevity. These solution providers can help increase your chargeback representment win ratio while lowering the cost of chargeback management. The breadth of services can range widely—some services simply provide tips on how to address inbound chargebacks, while others offer fully outsourced and fully integrated options. And many offer everything in between. These services blunt the overall impact of chargebacks whether the fraud is classified as malicious, friendly, affiliate, or otherwise.



**Chargeback Gurus (CBG)** is the leading automated AI-orchestrated chargeback management platform, helping merchants protect and recover more revenue.

**CBG's** solutions are powered by sophisticated technologies, rich analytics, and deep industry expertise.

**CBG's** chargeback management platform provides real-time insights, predictive analytics, and comprehensive reporting to help merchants stay ahead of evolving chargeback challenges.

Their solutions combine automation, AI, and deep industry expertise with configurable sophisticated technologies to deliver hundreds of millions of dollars in recovered revenue to clients. The platform offers support in optimizing a range of KPIs, including:

- Revenue protection
- Bad debt reduction
- Recovery (win rate, recovery amount, recovery rate)
- Chargeback health and prevention (chargeback ratio, alert and Order Insight deflection, fraud ratios, VAMP ratio, and MID health)
- Operational efficiency and quality (Turn Around Time (TAT), Work In Progress (WIP), productivity, analyst/supervisor performance, evidence quality score, ageing analysis, and winnability)

**CBG** serves many of the largest and most recognizable brands in the world and works within all major industries, including hospitality, marketing and advertising, car rental, retail, entertainment, telecom & media, health, wellness & fitness, subscription, and insurance.



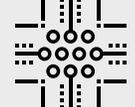
### At a Glance:



3rd Party API Capabilities



AI Powered



Non-Production  
Real Time Rules Testing



Fraud Engine/  
Platform Functionality

Their collaborative approach offers flexible, custom solutions to each merchant and their specific goals and challenges. Through iterative processes, they take an adaptable, constantly evolving approach. This includes industry-specific Customer Data Platform (CDP) frameworks, feedback loops, and A/B testing to optimize outcomes. A white-label model with multitenant Partner Management and cobranding/white-label capabilities also exists.

**CBG** offers a Chargeback Profile Analysis as a proof of concept, in which **CBG** processes a prospective client's historical data through the **CBG** platform to simulate "what-if" scenarios and quantify potential improvements in win rate and recovery, along with reductions in chargeback exposure, before launch. This enables data-driven ROI projections and risk-free evaluation of the solution.

## Technology / Product:

**CBG** address both pre-dispute and post-dispute categories through Self-Service, Managed Services, and SaaS offerings:

### Managed Services (CBG-operated):

- Smart Chargebacks (Representment): **CBG** fully manages chargeback disputes and evidence submissions to maximize recovery.
- Smart Alerts (Prevention & Early Resolution): Proactively resolving disputes before they become chargebacks leads to loss reduction.
- Order / Order Intelligence (OI): Real-time access to detailed order and transaction data helps issuers and merchants resolve disputes faster, reduce chargebacks, and improve customer experience through enhanced data transparency.

### Smart Dispute Solutions (Client- or Merchant-operated):

- Smart Dispute Alerts: SaaS self-service alert management, guided refund workflows, and integrations with Verifi/Ethoca/Amex/Paypal.
- Smart Dispute Solutions: SaaS Self-service platform manages chargeback cases and evidence.

**View Reports**

Alerts Intelligence - MID Health Report

Merchant: ACME | Date Range: Nov 2024

Transaction (#)	Chargeback (#)	Chargeback Liability	Overall Ratio	CB Ratio (MID #)	Fraud Ratio (MID #)
185.59K	4.72K	\$1.18M	CB Ratio: 0.05% VAMP Ratio: 0%	Breach: 0 Warning: 2	Breach: 0 Warning: 0

Card Network	Breach	Warning	Caution	Within...
AMEX	0	0	0	0
Discover	0	0	0	11
Mastercard	1	1	1	1
Visa	0	2	4	1

Card Network	Breach	Warning	Caution	Within...
Mastercard	0	0	0	0
Visa	0	0	1	0

Processor	Number Of MID's	VISA Transaction (\$)	VAMP Count	VAMP Ratio %	VAMP Breach Level
FirstData	1	24	0	0%	Within Limit
Fiserv	7	15,149	0	0%	Within Limit

**Top 10 MIDs by CB Ratio**

Business Unit	MID Alias	MID #	Processor	Transaction (\$)	Transaction (\$)	CB (\$)	CB Ratio %	Refund Rate % (90)	VAMP Ratio %	VISA CB Ratio % (90)	VISA Fraud Rate % (90)	Mastercard CS Ratio % (90)	Mastercard Fraud Ratio % (90)	Acq. Ref.
ACME BU 2	ACME_BU2_MID11	ACME_BU2_MID2	Fiserv	7,308	\$2,051,912.82	3,158	46.97%	8.57%					2.8%	
ACME BU 2	ACME_BU2_MID11	ACME_BU2_MID1	Fiserv	2,320	\$577,823.73	160	7.15%	3.57%	0%	0.42%	0%		2.8%	
ACME BU 1	ACME_BU2_MID2	ACME_BU1_MID5	Fiserv	3,149	\$928,306.00	117	3.75%	0.82%	0%	1.41%	0%		0.95%	

© 2025 Chargeback Gurus. All rights reserved.

For **Stripe** users, a **Marketplace App** also exists:

- Plug-and-play app for Stripe merchants enables Prevention Alerts workflows with minimal setup.

### Reporting options available, include:

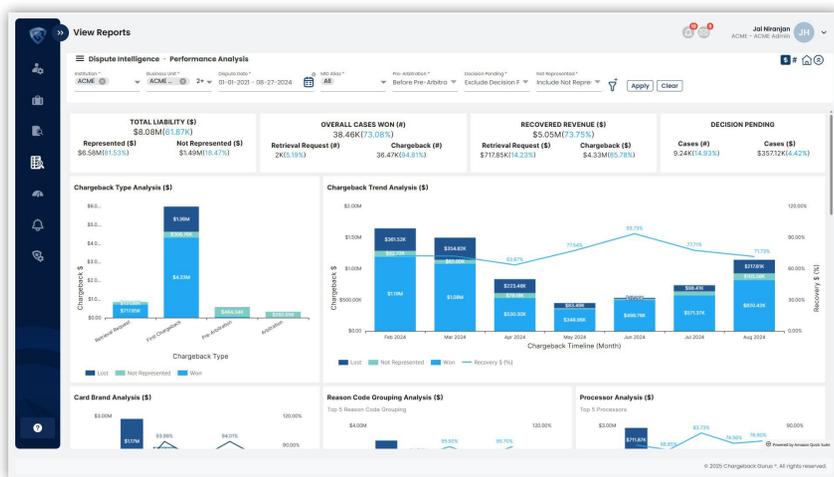
- Standard Analytics: Executive Summary
- Smart Enhanced Analytics: Performance Analysis, Root Cause analyzer
- MHR + Custom Notifications: MID Health Report with tailored alerting/notifications for thresholds and anomalies
- Descriptive Analytics
- Ad hoc: Client-specific analyses and custom reports available on request

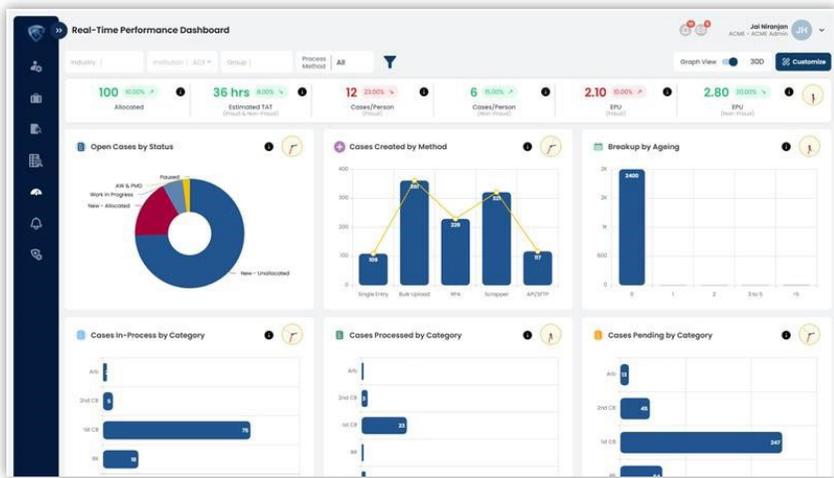
### Integration options:

Regarding full integration post proof of concept, **CBG** aims to “meet its clients exactly where they are technologically.” The platform is flexible with integration methodologies and no-code/low-code solutions, when needed. The solution is also offered through several third-party partnerships.

**CBG** offers API specs for integration which can either be push-based or pull-based. Details are shared with clients and customized on a contract basis. The typical timeframe from signature to launch is 3-6 weeks.

- Modern APIs & SDK:
  - Onboarding API Suite – Users and Merchants/LOBs/ MIDs, Service Setup
  - CB Prevention – Integrations with CRM systems to manage refunds
  - CB Representation – APIs to ingest Chargeback, Transaction, Order/CRM data
- Network/provider integrations: Visa, Verifi, Mastercard, Ethoca, Amex , 40+ processors/acquirers
- Robotic Process Automation (RPA)/automation where APIs are unavailable, with centralized bot control





## Support options once integrated:

- Tiered support: L1-L3 with defined escalation; email/portal workflows; configurable SLAs
- Consulting Services: Supported by its data science practice and dispute expertise, **CBG** provides consulting for both managed services and the SaaS solutions to help its clients become better business operators and service providers
- Training Services: Comprehensive training ensures teams master both basic and advanced platform features
- Industry-Specific Customization: Services tailor evidence, data fields, and dispute frameworks to align with specific industry needs
- Integration Services: **CBG** provides secure API/SFTP integrations for user management, evidence, and case data, plus certified

connections to third-party alert/dispute networks, speeding up onboarding and improving data quality

- Client Specific Customizations: **CBG** customizes fields, sections, evidence, CDP frameworks, and dashboards to match client's operating model, with optional white-labelling to align with brand guidelines and boost efficiency

## Pricing format:

**CBG** offers its clients flexibility regarding compensation models. Clients most commonly choose a per-unit model, a performance model, or a hybrid of the two.

## Road Map:

- Key developments on the calendar for the next 12 months include:
- AI-powered Alert Refund Decisioning Automation
- Evidence Validation (type and content)
- Win/Loss Analyzer
- Multilingual capabilities and vertical workspace enhancements
- License management for SaaS
- Agentic AI-driven automation to further transform dispute and alert management



Paladin Fraud would like to thank all of the participating vendors for their time and availability during the discovery and post-writing processes. We also would like to remind all readers of this report that they can email us at [info@paladinfraud.com](mailto:info@paladinfraud.com) to let us know which vendors they would like to see participate in the report next year.