The true cost of Cybercrime in ecommerce

Average total cost of a data breach is

↓

4,000,000,000

Up 29%

$172

Average cost for each record breached is $172

The biggest financial consequence to organizations that experienced a data breach is lost business

102%

Percentage of U.S. consumers surveyed after a data breach to compare it to other breaches

2.9%

Amount more U.S. companies pay to earn back customer trust in comparison to other countries

3 most common cybercrime tactics in retail

Denial of Service
POS Intrusions
Web App Attacks

45%
32%
13%

What retailers can do

Technically

Here is how retailers offset the costs of potential breaches, and stop them from happening

1. Visually reinforce the credit card section with visual locks
2. Oversee trust seals
3. Get rid of layout quirks which users perceive as hack-y

Perception

Most people believe it has become harder to stay safe online in the past five years (63 percent) than in the "real" world (52 percent). Here's what you can do to visually reinforce your site is secure.