

# Sporting Goods Industry

The statistics in this report relate to the impact of authentication in the sporting goods industry, internationally. With 3DS, merchants experienced higher CNP authorization rates, as well as lower fraud rates.

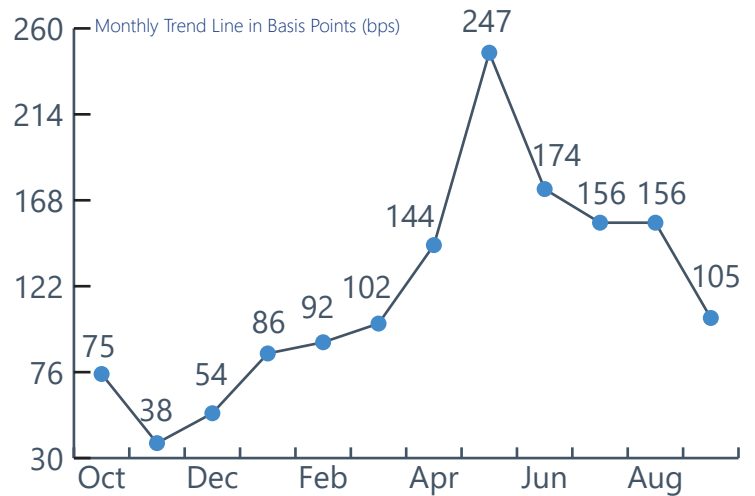
Average Authorization Rate **87%**



For all CNP transactions, the average authorization rate for sporting goods merchants; this number tends to be lower than for that of Card-Present transactions.

Average Fraud Rate **112 bps**

For all CNP transactions, the average fraud rate incurred by sporting goods merchants. The graph displays the industry's yearly fraud trends by month and can serve as a point of comparison.



Authentication leads to higher authorization rates

**4.5%** Authorization Lift With 3-D Secure  
Measures the difference between the authorization rates of 3DS and Non-3DS transactions.

## Snapshot of Key Industry Statistics

**\$44** Average Order Value

Authenticated	Fraudulent
<b>\$108</b>	<b>\$188</b>
Average Order Value	Average Order Value

## Fraud-to-Sales Ratio

With 3-D Secure, Cardinal can help to remove fraud from the ecosystem.



The number of basis points of approved transactions that resulted in chargebacks, due to fraud.

Contact Cardinal to learn more:

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