

# How secure are store accounts?

## 1 Most online shopping happens through store accounts

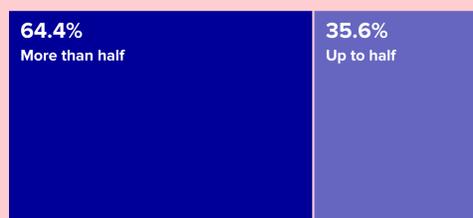
CUSTOMERS

What share of your online purchases are with businesses where you have an account?



MERCHANTS

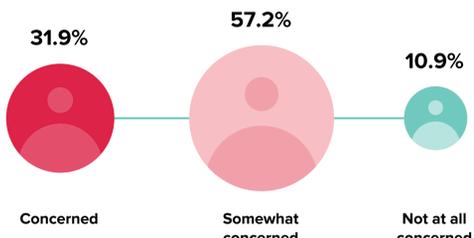
What share of purchases at your store are made through store accounts?



## 2 Customers are worried about account takeover (ATO) attacks – and they should be

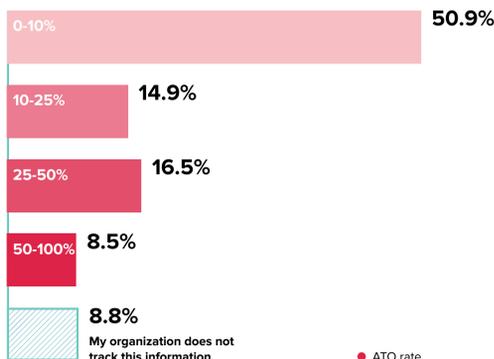
CUSTOMERS

How concerned are you about having one of your store accounts compromised?



MERCHANTS

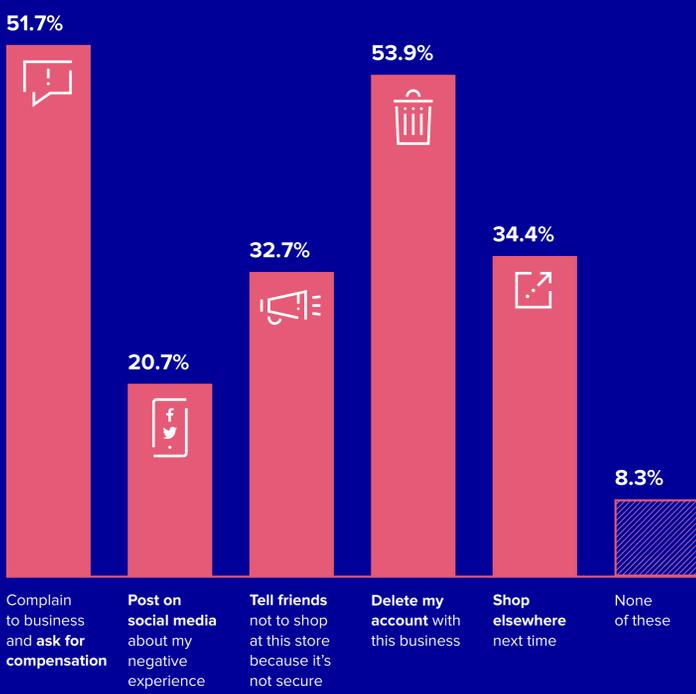
What share of accounts at your online store were compromised over the past 12 months?



## 3 Customers will stop buying from merchants if their accounts are compromised

CUSTOMERS

Which would you likely do if your store account was compromised?



CUSTOMERS

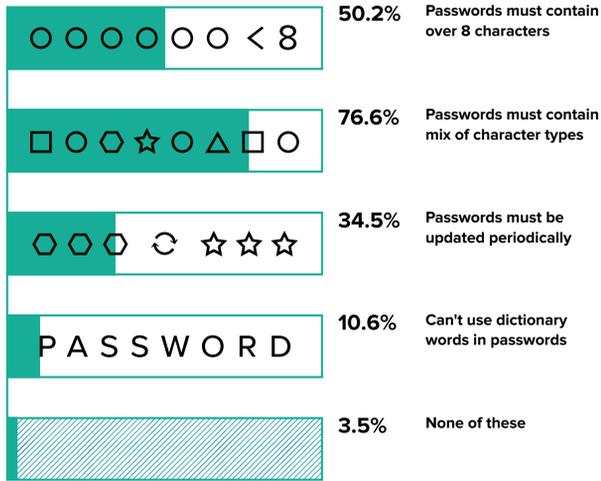
How would having your online account compromised change how you shop with that store?



## 4 Customers frequently reuse passwords - even as merchants try to discourage it

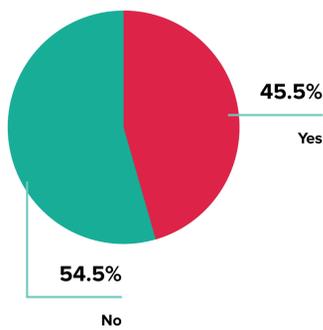
MERCHANTS

Which are password requirements for customers opening accounts at your store?



CUSTOMERS

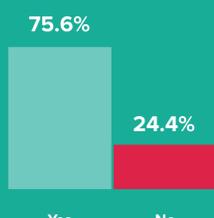
Do you use the same password for two or more store accounts?



## 5 Most merchants are taking action to protect accounts - but often at the cost of customer friction

MERCHANTS

Are you taking any measures to protect customers' online accounts from ATO attacks?



MERCHANTS

What measures are you taking to protect customers' store accounts?

