Bluefin®

SECURE CUSTOMER AUTHENTICATION

3D Secure (3DS)

Bluefin's 3D Secure (3DS) solution authenticates cardholders for Ecommerce transactions at the point of interaction on the web. As a result, the chargeback liability is shifted off the merchant account, and onto the card issuer. Authenticated transactions are considered less risky and more likely to be authorized, with a 2% - 10% increase in approvals.

Bluefin's 3DS sits on the merchant payment form and allows the acquiring bank (merchant's bank) to verify with the issuing bank (cardholder's bank) that a cardholder is, in fact, who they say they are. This is done before the transaction is sent through for processing via a security check utilizing risk-based authentication. 3DS is currently available for Elavon merchants through our embedded iFrame in PayConex™, a customizable API, and through ShieldConex®.

+   Increase Authorization

+   Chargeback Liability Shift

+   100% Frictionless

+   PSD2/SCA Compliance

The checkout process remains the same. The authentication happens in the background unseen by the cardholder. The authentication starts as soon as the cardholder starts typing their information.

You're purchasing

QuickBooks Online Simple Start
70% OFF for **3 months.** That's $25 **$7.5/mo.***

Now let's get your billing info

Credit or debit card number
•••• •••• •••• 2001

Expiration   CVV
10   2023   ••••

Name on card
Samantha Martin

Billing Address

Address

ZIP Code   City

State
State

☑ Use this as my legal business address

Get Started

Learn More

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