

Front Site Detection

Surfaces new and existing deceptive merchants

The Problem

Some merchants bypass risk mitigation controls by using misrepresented front sites—legitimate-looking websites that mask high-risk activity.

Front sites discovered after transactions begin can trigger card network fines and enforcement.

The Solution – Front Site Detection

Front Site Detection analyzes a new or existing merchant’s declared website to identify business misrepresentation early.

It surfaces high-confidence risk so **teams can take action before transactions begin.**

Why Front Site Detection

Because stopping merchant misrepresentation early prevents costly reactive enforcement.

Key Outcomes

- ✔ Detect misrepresented or front-site merchants
- ✔ Reduce chargebacks, regulatory exposure, and post-approval escalations
- ✔ Prioritize review and escalation on the highest-risk merchants
- ✔ Support faster onboarding while maintaining risk controls



**High-confidence alerts
that teams can act on**

Combines AI with expert
human intelligence

Discover how Front Site Detection helps surface high-risk merchant misrepresentation early. G2RiskSolutions.com/front-site-detection/