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## **BULLETPROOF CHECKOUT FEATURED AT WORLD'S LARGEST SHOOTING, HUNTING & OUTDOORS TRADE SHOW**

*BulletProof Checkout, A Leader In Anti-Fraud Chargebacks For E-Commerce Platforms From Tempe, AZ To Be Featured At SHOT Show 2022 In Las Vegas, NV*

**[Tempe, Arizona, January 12, 2022]** — BulletProof Checkout, a leader in anti-fraud chargebacks who offers eCommerce platforms protection from fraudulent chargeback claims — announces it will be featured as an exhibitor at the 44th annual SHOT Show 2022 in Las Vegas, Nevada.

The Tempe, AZ-based company offers the latest advancement in 3DS (3D Secure) technology to protect eCommerce websites from fraudulent chargebacks that can lead to severe consequences for legitimate businesses. These include merchant accounts being closed, increased fees, or financial reserves being imposed due to their chargeback ratios.

For most eCommerce brands today, a significant amount of time, money, and energy is spent fighting fraudulent claims that protect consumers instead of businesses. Instead, Bulletproof Checkout aims to help busy business owners by offering customized solutions with minimal friction at checkout, instantaneous protection — and a simplified software integration process.

To be featured at the SHOT Show is a tremendous opportunity to expose the brand to the popular and growing firearms industry and cultivate relationships with vendors, consumers, and media partners alike — with BulletProof Checkout saying:

“We’re excited to present BulletProof Checkout at SHOT Show. We’ve found merchants would experience chargebacks due to fraudulent customers entering their credit card to place an order and after receiving the order calling their bank to say “it wasn’t them that placed the order” or “someone stole their credit card”. Our merchants then get burdened with getting a chargeback and dealing with trying to get their product back and/or keep the credit card revenue from the online sale—often resulting in financial loss and headaches.

We’re here to **bridge to the future now**...providing easy-to-integrate solutions that protect merchants and their businesses. With the latest technology, we can provide a plugin to the shopping cart that provides the ultimate fraud protection during the checkout process and increases profitability.”

By attending SHOT 2022, BulletProof hopes to continue to serve the firearms, outdoor, and hunting communities in a greater way. With eCommerce growing nearly 20% year after year, businesses can’t afford to pay the price for lackluster security and increasing fraud reports.

For SHOT Show Attendees, please visit Venetian Expo Booth #42662 and let’s explore how we can help protect your FFL-based business from common fraud. With your specific needs in mind, our team can ensure you have the peace of mind that comes when you’re protected —so you can focus on what you do best and continue to grow your bottom line.

## **ABOUT BULLETPROOF CHECKOUT**

Located in Tempe, AZ, USA, BulletProof Checkout provides the technology and infrastructure for eCommerce merchants to easily reduce fraudulent chargebacks, product loss, and increase profitability. As consumer fraud continues to increase, BulletProof aims to be a leader in anti-fraud checkout protection for merchants all over the world.

To learn more about BulletProof Checkout, visit <https://bulletproof-checkout.com/>.

## **ABOUT SHOT SHOW LAS VEGAS**

Owned and sponsored by the National Shooting Sports Foundation® (NSSF®), the SHOT Show is the largest trade show of its kind in the world. For 4 days, the SHOT Show will attract over 60,000 industry professionals from the firearms and outdoor industry, hosting more than 2,000 exhibiting companies (more than 2,400 total when including the Suppliers Showcase and the Pop-Up Preview) on over 800,000 net square feet of exhibit space - equivalent to nearly 18 acres.

To learn more about the Las Vegas SHOW Show, visit <https://shotshow.org/>.