



A1Supplements.com Strengthens Sales While Slimming Down Fraud Costs



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Nick Saliba
CEO/Owner
A1Supplements.com

SITUATION

A1Supplements.com is a distributor and online wholesaler of sports nutrition and nutritional supplements. Proud to be “America’s Favorite Supplement Store,” A1Supplements.com serves active adults seeking to improve their fitness and performance via sports nutrition. Strategically based in Knoxville, Tennessee — the shipping “sweet spot” for 70% of US population — A1Supplements.com also sells its extensive portfolio of products to customers around the world.

A1Supplements.com was seeing an increase in the number of fraudulent orders placed on their website. They were using a fraud prevention tool that integrated with their Order Manager, but they realized they needed a stronger, more comprehensive solution to help them weed out good orders from bad orders. “We follow what’s going on in the industry and keep an eye on the competition,” notes Nick Saliba, CEO and Owner of A1Supplements.com.

“When we saw that one of our competitors had implemented the Kount solution, we decided to check it out. After evaluation, we became convinced that the benefit of Kount would be greater than its cost, and that it could deliver good ROI for us.”

SOLUTION

“We use Kount to verify orders at checkout,” explains Nick. “Orders marked ‘Review’ based on settings and rules are reviewed and either approved or declined based upon additional research and data available in the web console.” Nick continues: “Since implementing Kount, our chargebacks have been drastically reduced and our confidence level in accepting orders has increased. In fact, we’re accepting more orders than ever before.”

The impact that Kount has had on sales and productivity has been dramatic:

- Order approval rate increased
- Fraud costs dropped significantly
- Lost merchandise costs dropped
- Chargeback rate declined substantially

Better yet, these higher levels of fraud prevention have not slowed down the performance of the A1Supplements.com website. “Kount has robust capabilities,” notes Nick. “But it works so well, it doesn’t slow us down. It’s a high-quality, solid and complete solution.”

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What about the other aspects of Kount? “When it comes to the value that we get from Kount, we are quite pleased,” explains Nick. “It has more than paid for itself. We wouldn’t do e-commerce without it!” That value extends to A1Supplements.com’s overall experience with Kount. “The level of support that we get from Kount is outstanding,” he continues. “I would rate their support team as five stars.”

OUTCOME

- 97.4% order approval rate, up from 96.9%
- More than \$50,000 annual reduction in overall fraud costs
- Lost merchandise costs slashed by more than \$29,000 per year
- 58% decline in chargeback rate (down to 0.13%)

Nick summarizes how Kount has had a positive impact upon A1Supplements.com: “It’s all positive. Kount has been really successful for us. We have significant savings in our chargeback rate, a reduction in lost merchandise, and we have a lot more confidence in accepting more orders. And we get great data, too. That’s why we’re able to so precisely quantify the impact of implementing Kount. All in all, we would recommend the Kount solution, provided you’re a merchant that has the appropriate volume of business and a need to reduce your chargeback rate.”



BOOST SALES, BEAT FRAUD

Kount helps online businesses boost sales by reducing fraud and allowing them to accept more orders. Kount’s all-in-one, SaaS platform is designed for merchants operating in card-not-present environments and the payment service providers that support them, simplifying fraud detection and dramatically improving bottom line profitability. Companies using Kount

can accept more orders from more people in more places than ever before. Kount is a turnkey fraud solution that is easy-to-implement and easy-to-use. Kount’s proprietary technology has reviewed billions of transactions and provides maximum protection for some of the world’s best-known brands. For more information about Kount, please visit www.kount.com

