



BodyBuilding.com Muscles Out Fraud and Builds Up New Sales



“ Implementing the Kount fraud solution was very simple. And achieving these great results in such a short time has exceeded our expectations. With Kount’s technology and expertise on our side, we feel we can confidently move into new and exciting markets.

Michael McClane, COO
BodyBuilding.com

SITUATION

BodyBuilding.com is the world’s most visited bodybuilding site for sports nutrition products. Ensuring its customers have a safe, seamless purchase experience is critical to the brand. While the company has always been concerned about card-not-present fraud, its ever-increasing market share and transaction volume, plus a huge global presence, was raising new challenges:

- More purchases were coming from U.S. Armed Forces stationed overseas. But the common practice of declining orders from certain countries with high fraud rates was hurting legitimate orders from military customers
- Fraudsters were setting up eBay businesses to “sell” sports nutrition products. A fraudster would take an eBay order, use a stolen credit card to buy product at BodyBuilding.com, then ship the product to the 3rd party, pocketing the money paid by them on eBay.

SOLUTION

When choosing a partner to manage card-not-present fraud, it was important for BodyBuilding.com to implement a solution that was both effective and invisible to the customer. That’s why BodyBuilding.com chose Kount Complete™—Kount’s comprehensive end-to-end, turnkey

fraud prevention solution. The Kount Complete™ solution seamlessly overlaid the BodyBuilding.com’s order entry system, providing smooth integration and a transparent experience for the customer.

Features like our Multi-Layer Device Fingerprinting™ helped distinguish legitimate, “on-base” military purchases from potentially fraudulent transactions in high-fraud locales. Further, the Kount team worked with BodyBuilding.com—using technologies such as Dynamic Scoring™—to help them craft specific rules and transaction tracking that dramatically reduced eBay fraud.

OUTCOME

After just 2 months using Kount’s advanced fraud fighting technologies, BodyBuilding.com enjoyed:

- Chargeback reduction of 65%
- 14% decrease in Declined Orders and 5% increase in overall transactions processed
- Overall Decline rate <1.50%
- 304 milliseconds average response time
- 99.5+% sub second response
- No significant customer complaints
- Increased operational efficiency through automated work-flow tools

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**ABOUT BODYBUILDING.COM.**

Based in Boise, Idaho, BodyBuilding.com is the largest online sports nutrition company in the world. As the #1 Sports Nutrition E-Retailer, they welcome 250,000+ unique daily visitors and host the world's largest online fitness community. BodyBuilding.com's story has been

featured in Ironman Magazine, the New York Times, Wall Street Journal and more. BodyBuilding.com was included in the Inc. 500 Fastest Growing Private Companies in the USA at number 230, and is number 152 on the Internet Retailer Top 500 e-commerce sites in the USA (number five in the health category).

**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