



Internet Brands Slashes Chargebacks for Its Global E-Commerce Platform



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Adrian Harris
Senior Operations Manager
Internet Brands

SITUATION

Internet Brands is the largest proprietary social media and publishing software company in the world. Their platform powers over 70,000 websites and features a completely custom-built online shopping cart using a 3rd party credit card processor to enable purchases in over 200 countries. As their business grew, Internet Brands began to experience an excessive number of fraudulent chargebacks. Unfortunately, the fraud management tools within their existing merchant system were unable to give them the level of control they needed to reduce these fraudulent chargebacks. Internet Brands began a search for Fraud Management services and quickly discovered Kount (along with other vendors, as well).

SOLUTION

After evaluating all the options, Internet Brands chose the Kount Complete™ solution based in part on Kount's feature set. In addition, Kount's API implementation dovetailed seamlessly with Internet Brands' standard business operations, supporting their custom online shopping cart with no issues.

Today, Internet Brands utilizes Kount to screen all incoming

credit card transactions made through their websites before sending them to their merchant. And they're happy with the performance that Kount delivers: “We have no complaints [and] given that we are software producers ourselves, that's a big compliment,” says Adrian Harris, Senior Operations Manager.

OUTCOME

The impact of the Kount Complete solution for Internet Brands has been impressive: “Implementing Kount has enabled us to dramatically reduce the number of fraudulent charges we were processing,” says Adrian. “They are now almost non-existent. We are very happy with the performance of Kount. It is great value for our business, and we more than recoup our cost of implementing Kount with reduced fraudulent chargeback fees from Credit Card Merchants.”

Adrian is also pleased with the level of support that Kount provides, noting that their Kount support representative “is always very prompt, and able to provide answers to our questions.” When asked if Internet Brands would recommend Kount to a colleague evaluating fraud prevention solutions, the answer was a simple: “Yes, we would.”

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**ABOUT INTERNET BRANDS.**

Internet Brands was founded in 1998 as CarsDirect.com, which quickly gained popularity with consumers and advertisers, winning numerous industry awards. In 2005, the company transformed from a single vertical to a diversified, platform company, changing its name in 2006 to Internet Brands. In 2008 and 2009, the company continued

to grow its EBITDA profitability and “same store” revenue at double digits, despite the recession. Today, Internet Brands is the largest proprietary social media and publishing software company in the world, providing a single technology platform that powers over 70,000 websites that welcome more than 55 million unique visitors per month and serve customers in over 200 countries.

**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