



Chargebacks Go Downhill, Dropping As Much As 77%, While Sales Get A Lift



“ We’ve seen a 77% drop in chargebacks for the most targeted resort. Kount has blocked about \$350,000 in fraud for that one property alone, which is just 1 out of 250 resorts we serve.

Sean Engie,
Finance Manager

SITUATION

Liftopia is a leading online and mobile ski marketplace, offering ski lift ticket deals, rentals, lessons, dining and other mountain-related activities and products at the resorts people love. With deals at more than 250 resorts, Liftopia offers skiers and snowboarders the ability to save up to 80% off ticket window prices by buying date-specific lift tickets and on-mountain activities in advance.

After two years of solid growth in which they were able to handle fraud prevention in-house, fraud attacks grew to the point where they were no longer manageable by manual methods. “We were experiencing high levels of fraudulent activity out of a particular region,” recalls Sean Engie, Finance Manager at Liftopia. “Our CFO Matt Cohen began researching fraud solutions and, after evaluating the leading providers, decided on Kount.”

SOLUTION

Since implementing Kount four years ago, chargebacks and fraud have dropped dramatically. “To give you one example, we’ve seen a 77% drop in chargebacks for the most targeted resort,” Sean says. “Kount has blocked about \$350,000 in fraud for that one property alone, which is just 1 out of 250 resorts we serve.”

That’s not the only savings Liftopia has seen. “We’ve become more comfortable with the Kount solution and conduct many fewer manual reviews. We still review chargebacks after the fact, but we’re able to avoid the expense of manually reviewing orders as they come in.”

Even better, at the same time that fraud losses and fraud mitigation costs have dropped, sales have increased. “With Kount, false positives have gone down and sales continue to grow,” says Sean. “We’re looking forward to partnering with Kount as we expand in Switzerland this coming winter.”

Sean continues: “Since we first implemented Kount, we’ve played a game of cat-and-mouse with fraudsters. We would deploy a set of rules and they would respond trying to game them. This year, we’ve taken greater advantage of Kount’s full capabilities, and now weight rules and rule subsets with different point values, which contribute to an overall risk score. This approach makes it nearly impossible for fraudsters to tell what is tripping them up so they can’t change their tactics.”

CONTINUED ON NEXT PAGE



Sean discusses other capabilities that differentiate Kount: “As mobile traffic has grown, Kount has made extending fraud prevention into that channel pretty easy. In fact, mobile orders now make up the majority of our transactions. Another useful feature is Personas, which early on were key to identifying fraud rings and keeping them out of our system. In addition, I like that Kount lets us pull data from third party sources to evaluate borderline orders. We’ve found that Emailage, for example, helps us make more informed decisions about suspicious transactions. And because we are cost conscious, we appreciate that those inquiries only get triggered when we need them. That keeps costs minimized.” Sean continues his thoughts on costs and value: “As I said, we’re cost conscious, so Kount has been invaluable to us. If we didn’t use Kount, we would lose a lot more money than what we pay for using Kount. It’s a no-brainer.”

OUTCOME

- Reduce chargebacks and fraud as much as 77%.
- Block \$350,000 in fraud attempts for the most targeted resort—which is just 1 of 250 on the site.
- Grow sales every year for four years straight.
- Enable confident expansion into the European market and grow mobile transactions.
- Eliminate manual reviews.

Sean says he’d suggest Kount to a friend or colleague. “I’ve looked at other fraud prevention solutions, and Kount does a lot more. It has allowed us to be proactive and get ahead of fraud. The support we’ve received has been incredibly responsive. For example, my rep probably spent 12 sessions helping me get the most out of the Datamart. And any time I have questions, I get answers fast.”



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