



LimeLight Boosts Sales Conversions for Customers While Reducing Chargebacks



“Pricing is very effective, the partnership is strong, data is rich, and the mass of the Kount neural network is large. We average an 18% reduction in chargebacks while offering an 85% order acceptance rate.

Adam Pivko,
Director of Client Success
& Anti-Fraud Specialist

Kount Central™ is a comprehensive fraud prevention suite for online payment processors, payment gateways, hosted payment pages, and eCommerce platforms that delivers Artificial Intelligence (AI), Machine Learning, and a rules engine to provide deep insight on the risk of any given transaction. Further, Kount Central allows processors to offer their merchant customers “Instant-on/zero Integration” fraud prevention as a value-added service.

SITUATION

LimeLight is an eCommerce platform that lets merchants efficiently manage their subscription businesses. Previously, eCommerce technology lacked the innovation and sophistication required to meet the complex needs of subscription and recurring billing models. This led LimeLight to build core transaction execution and processing functions designed specifically for the performance-based marketer. As part of its mission to help online businesses acquire customers, process transactions, manage risk, and improve their bottom lines, LimeLight sought to incorporate fraud prevention into its offerings.

“Our clients are very sensitive to impacts on conversion, and our managed anti-fraud service works directly with clients to minimize the impact on conversion rates while maximizing chargeback prevention.

“It’s a tough balance to maintain without appropriate expertise,” says Adam Pivko, Director of Client Success & Anti Fraud Specialist at LimeLight. “The majority of our clients operate in a relatively high-risk space, plagued by chargebacks or customers contesting charges (high refunds).”

Minimizing chargebacks for LimeLight merchants increases the longevity of their businesses, makes them more profitable, and reduces the challenges of merchant processing pressures impacting this sub-market.

SOLUTION

LimeLight solves, optimizes, and assists with operating an eCommerce business with complex billing models and online sales with a Next-Gen E-Commerce platform. “Kount and our managed services approach are central to our strategy of optimizing sales,” notes Adam.

Kount’s robust platform combines AI and machine learning with a rules-based approach, allowing customization according to each merchant’s business policy. Adam continues: “Pricing is very effective, the partnership is strong, data is rich, and the mass of the Kount neural network is large!”

Thanks to LimeLight’s implementation of Kount Central—along with other tools—merchants can reduce, prevent, mitigate, fight,

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and secure transactions against fraud. LimeLight's unique managed services work alongside merchants to create advanced analytics to assess where, how, and why fraud rates are what they are:

- Kount – AI and Machine Learning with a perfected rules list. LimeLight set a pre-defined target of 2-4% impact on conversions.
- 3D Verify - Offers additional protection on transactions, without any impact on conversion.
- LimeLight's proprietary database analyzation tool - to prevent impact on conversions.

Kount Central provides “instant-on” fraud prevention for new merchants. “We did a platform-wide integration,” states Adam, “so spinning up additional clients is a snap. The only requirement we have is for the client to implement device fingerprinting on their checkout page to maximize the benefit/impact/results of Kount. In theory, a very motivated client could complete the full integration in under four hours.”

OUTCOME

- Substantial additional monthly recurring revenue for LimeLight.
- Reduction in chargebacks of 15-30%.
- Increased average spend resulting in more profitability for merchants.
- Enhanced brand image and brand equity.

Adam sums up LimeLight's experience with Kount Central: “We can onboard new merchants to Kount's fraud prevention solution quickly and easily. Our customers enjoy reduced chargebacks with minimal impact on conversions. In fact, we average a 3% impact on new initial customer conversion while delivering a 21% reduction in chargebacks—all with a high level of accuracy. That adds up to fewer false positives and higher revenue, which leads to referrals/recommendations from our existing clients. And all of that helps grow our industry presence and build our reputation for expertise.”



PROTECT MERCHANTS. PROTECT PROFITS.

Developed for online payment facilitators, Kount Central[™] protects payment processors, payment gateways, acquiring banks, eCommerce platforms, hosted pay (shopping cart) pages, and the merchants they serve

from fraud, while delivering new revenue opportunities. Kount Central includes several modes of operation that help merchants increase order acceptance rates, reduce chargebacks and minimize manual reviews. For more information about Kount, please visit www.kount.com

