TickPick Cuts Chargebacks in Half While Maintaining Revenue Growth

TickPick™

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**Brett Goldberg
Co-CEO & Co-Founder
TickPick**

SITUATION

TickPick is a no-fee ticket marketplace that saves its customers 10% to 15%, offers a patented ticket grading algorithm that grades the quality of every ticket, a name-your-price tool, and other great advantages. These features have helped TickPick double revenue every year for the past three years. Unfortunately, ticket marketplaces are highly targeted by fraudsters using stolen credit cards to buy tickets. With TickPick liable for every transaction, fraud can quickly overwhelm profits.

Before bringing Kount on board, TickPick had used an in-house fraud-flagging system that targeted a number of variables, such as transaction amount, time to event, etc. When an order was flagged, the TickPick manual review team would investigate transactions using Spokeo. The system was working fine, but TickPick co-founders, Christopher O'Brien and Brett Goldberg, saw the need to upgrade their fraud prevention capabilities. "If you're going to be in this industry, you need strong fraud prevention," says Brett. "When we were smaller, we were kind of under the radar. We knew as we got larger, we would definitely become a target for fraudsters." Christopher and Brett quickly identified Kount

as the right technology for their needs, and implementation was simple and straightforward. "Anything that involves the checkout process is sensitive. But Kount was easier to deploy than I expected, and we had no issues."

SOLUTION

"Chargebacks dropped as soon as we turned on Kount with just initial, basic rules," notes Brett. "As we have refined those rules to fit our unique business model, the chargebacks have continued to fall. Our chargeback rate is now 50% lower than it was before Kount."

At the same time, TickPick sales in 2017 are on track to double once again, as their order approval rate has remained the same. This despite the ticket marketplace presenting unique challenges around the issue of false positives.

"Legitimate buyers are often people traveling," observes Brett. "For example, it's not unusual for someone with a Toledo, Ohio billing address to buy tickets for a New York event from an IP address in New Jersey. So good orders can look fraudulent. That's why the human review element is so important. Kount gives our reviewers the data they need to look at all the information and separate bad orders from good orders."

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Brett continues: "Kount centralizes all this data in one place, too. That makes it so much easier for our reviewers to evaluate transactions. I've noticed that in other Kount case studies, people talk about reducing the number of manual reviews. But as I said earlier, we believe the human element is really critical. Kount makes it possible for us to actually review *more* orders—which is what we want to do—but more efficiently. That has allowed us to scale from $25 million in revenue to $50 million in revenue, with expenses holding steady in a straight line."

Brett provides a dramatic example of how this has helped TickPick: "We got hit by a fraudster who looked legitimate: he sent us a photocopy of his picture ID, he had a Facebook page, etc. The next time he came back, however, Kount immediately connected his new fraud attempt to the original bad orders. We got in touch with the local district attorney and provided the information they needed to serve him with a subpoena. I would love to get that message out: if fraudsters try to hit TickPick, we are going to get the information we need to identify them and prosecute."

OUTCOME

- Reduce chargebacks and chargeback rate by 50%.
- Maintain sales growth (on target in 2017 to once again double sales).
- Conduct more manual reviews in same amount of time thanks to centralized data.

Brett sums up his thoughts about Kount: "I would highly refer Kount to anyone with an online business. I lean heavily on them. Their support team is beyond great. They are hugely helpful and the response times are incredible. Kount is a great value. It is hard to imagine running our business without them."

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**

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