



How Tripster increased bookings while reducing fraud with Riskified

**\$14.4
Million**

in blocked fraud

Meet Tripster

Founded in 2001, Tripster is a travel booking platform that allows users to find the best deals on vacation packages and attractions. By partnering directly with top experiences and accommodations in the U.S. and Canada, Tripster transforms the often overwhelming and costly process of travel planning into a seamless one. Tripster partners with thousands of providers to provide a broad range of planning options and exclusive deals for its over 1.8 million users.

The Challenge

While Tripster's rapid growth and accessibility indicated its success, it also made it a prime target for fraud. Processing over 100,000 transactions annually meant Tripster's booking volume was too high for manual review. The standard CVS and AVS checks provided by merchant services were simply not enough for a business of its size.

In turn, sophisticated fraudsters took advantage of the travel industry's seasonal peaks. During busy periods, Tripster processed a large number of transactions, making it easy for fraudulent charges to slip past its traditional fraud management systems and human checks, creating a significant financial risk.



“Before Riskified, the weight of fraud management internally was **exhausting** for our staff **and draining** our resources.”

John Johnson
CEO, Tripster



The Solution

With a goal of approving more good orders while preventing fraudulent ones, Tripster teamed up with Riskified due to its robust fraud protection guarantee and ease of integration. The partnership allowed Tripster to focus on growth without fear of exposure to fraud.

Riskified's platform began analyzing transactions almost instantly. The automatic fraud management process, including enhanced security checks on each order, reduced fraud without interfering with the customer checkout flow, ensuring a smooth experience for legitimate buyers. The results were immediate: Tripster's fraud rates dropped significantly, while approval rates remained consistently high, leading to a substantial increase in approved transactions and optimized revenue.

Beyond preventing fraud, Riskified's chargeback guarantee provided 100% coverage on fraudulent chargebacks, protecting Tripster financially from fraud-related losses. More than just stopping fraud, Riskified's tool also gave Tripster complete transparency into every order. It provided a detailed look at why each transaction was approved or declined, which was beneficial for Tripster's customer management team.

With Riskified, Tripster is able to strike a balance between achieving the highest number of approved transactions and minimizing risk.

“Riskified’s solution provided a seamless way to add extra security **without disrupting the consumer checkout flow.**”

“**The solution is instant.** Yes, it does take a bit of time for Riskified to refine the algorithms, but fraud is identified almost immediately...**Fraud, fraud, fraud... It’s night and day, the difference.**”

John Johnson
CEO, Tripster

The Results

\$14.4M

in blocked fraud

100%

volume protected by Riskified

5 years

of partnership & impact