

2017 FALL CUSTOMER SUCCESS REPORT

FRAUD PREVENTION SOFTWARE
CATEGORY



featured
customers

FRAUD PREVENTION SOFTWARE OVERVIEW

As orders or purchases are placed through a website or mobile device, e-commerce businesses have become susceptible to suspicious or fraudulent transactions. A fraud prevention software can help e-commerce businesses analyze risk factors and detect high risk transactions to be able to assess the potential risk of a transaction and prevent or reduce fraudulent behavior.

A proactive fraud prevention software is a key factor in helping organizations avoid changing risk patterns as well as ensuring that the business is compliant with regulations of that industry. This type of software protects your company's data and assets by allowing users to reduce risk due to data breaches, empower employees to better handle fraudulent transactions, and create a dedicated approach to detect and combat fraud.





CUSTOMER SUCCESS SCORING METHODOLOGY

The FeaturedCustomers.com Customer Success score is based on data from our customer success content platform, social presence, as well as additional data aggregated from online sources and social media properties. Our ranking engine applies an algorithm to all of the data collected to calculate the overall Customer Success score. The overall Customer Success score is a weighted average based on 3 parts:

Content Score is affected by the following:

1. # of vendor generated customer success content pieces (case studies, success stories, testimonials, and customer videos)
2. Content quality score generated from all customer success content
3. % Change in Content over past 6 months
4. Number of employees (based on social media and public resources)

Social Score is affected by the following:

1. # of LinkedIn followers
2. # of Twitter followers
3. # of Facebook likes
4. Number of employees (based on social media and public sources)
5. Engagement across all platforms

Company Score is affected by the following:

1. Number of employees (based on social media and public resources)
2. Vendor momentum based on web traffic and search trends
3. Employee satisfaction and engagement (based on social network ratings)
4. % traffic increase to your Customer References
5. Lower Funnel SEO Key Term Rankings

CUSTOMER SUCCESS AWARDS



Market Leader (85 - 100)

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



Top Performer (80 - 84)

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Leader.



Rising Star (70 - 79)

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

ALL VENDORS



ThreatMetrix



sift science



iovation®



riskified



SIGNIFYD



Accertify
AN AMERICAN EXPRESS COMPANY



VERIFI.



ABOUT THREATMETRIX

ThreatMetrix®, The Digital Identity Company®, empowers the global economy to grow profitably and securely without compromise. With deep insight into 1.4 billion anonymized user identities, ThreatMetrix ID™ delivers the intelligence behind 75 million daily authentication and trust decisions to differentiate legitimate customers from fraudsters in real time. ThreatMetrix provides universal fraud and authentication decisioning, using the power of the Digital Identity Network®, to secure new account applications, logins and payments for digital businesses across the world.

TRUSTED BY:



NETFLIX



VISA

"ThreatMetrix is a massive part of our security framework, particularly in terms of Device ID. This has really helped us grow our mobile banking business and puts us in a great market position today."

Ryan Gosling
Mobile Banking Manager, Lloyds Banking Group

"ThreatMetrix has enabled us to lower fraud costs and improve overall customer satisfaction, paving the way for more board-level conversations about fraud and risk."

Andrew Vickers
General Manager, Technology Systems, Rabobank

"Having seen ThreatMetrix in use, and having seen how well it picks up people you just don't want on your site, we wouldn't want to operate without it. That is the level of trust that we have got in the system now."

Paul Abbey
Chief Risk Officer, MoneyPlace

"ThreatMetrix helps Ebates and our online merchant partners reduce first-time and recurring fraud incidents without impacting our customers' online experiences."

Kevin H. Johnson
President and CEO, Ebates



READ ALL 83 CUSTOMER SUCCESS REVIEWS FROM THREATMETRIX USERS

ABOUT SIFT SCIENCE

Sift Science is the leading provider of digital trust serving thousands of global websites and apps. Businesses depend on the Sift Science Digital Trust Platform to determine in real time which users they can trust across digital channels. Sift Science Live Machine Learning, global trust network, and automation technologies fuel business growth and power expansion into new markets while protecting businesses and their customers from all vectors of fraud and abuse.

TRUSTED BY:



"Sift synchronizes all the pertinent information into an easy-to-read profile so that we can quickly make educated decisions and impact legitimate guests as little as possible."

Kimberly Sutton
Trust and Safety Manager, Hotel Tonight

"When we started using Sift Science in the beginning, Harry's chargeback rate decreased by about 85% which is great for us because it helps us continue to be a company that people can trust shopping with."

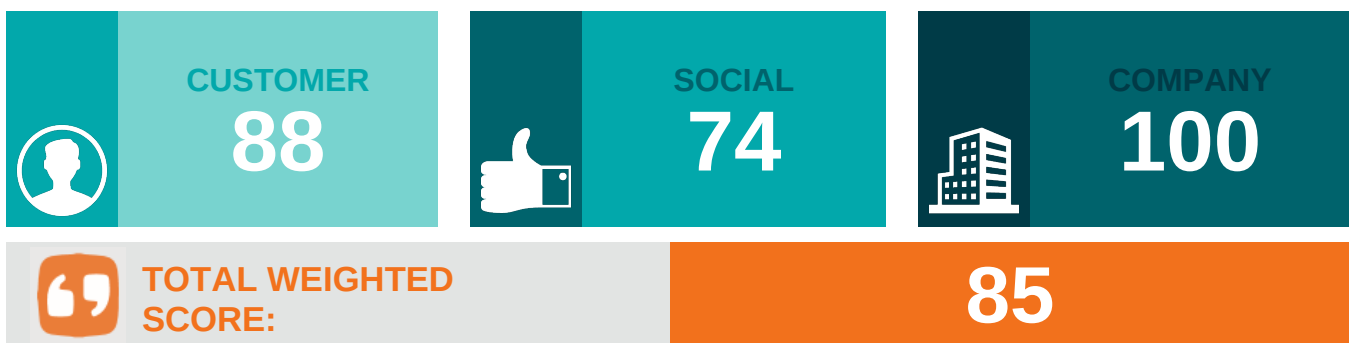
Karen Chien
Trust and Safety, Harry's

"Sift enabled us to make the user buying experience more friendly and frictionless allowing us to provide a better user experience."

Tal Yeshanov
Payments & Risk Manager, Zoosk

"Proactively reducing potential fraud for our client venues is something we take very seriously. With Sift Science, we've gained a better understanding of where our chargebacks are coming from."

Mandi Grimm
Director of Training, Etix



READ ALL 63 CUSTOMER SUCCESS REVIEWS FROM SIFT SCIENCE USERS





ABOUT IOVATION

Since 2004, the company has been delivering against that goal, helping large brands protect their end users against online fraud and abuse that's increasingly more common in today's hacker culture. Using an intuitive and high availability product suite that focuses on authentication and fraud prevention, iovation identifies trustworthy customers through an advanced combination of device authentication and real-time risk evaluation. Armed with the world's largest device-based fraud prevention database, iovation safeguards tens of millions of transactions against fraudulent activities each day.

TRUSTED BY:



at&t

FORRESTER



ORBITZ

"It's very helpful to see how different customers are connected to their accounts and to other users. With iovation, we can assess an applicant's device history to verify whether his behavior follows the norm."

Lasma Supé
Fraud Leader, 4Finance

"With iovation's Fraud Prevention service, we have the device-based intelligence we need to quickly approve good accounts and digital cash transfers, while stopping cybercriminals in their tracks. We have greatly reduced fraud losses and our manual reviews are now at a manageable level."

Angela Biener
Chief Operating Officer, NTrust

"Since we deployed iovation, we have not experienced fraud losses resulting from a credit card application that was flagged by iovation."

Cristina Koder
Check Fraud Operations Supervisor, UMB Bank

"We know that iovation will alert us to fraudulent orders. Thanks to our higher tolerance level, our customers have an easier shopping experience."

Barry Goldstein
Fraud Manager, B&H; Photo and Video



READ ALL 27 CUSTOMER SUCCESS REVIEWS FROM IOVATION USERS



ABOUT FORTER

Forter provides new generation fraud prevention to meet the challenges faced by modern enterprise e-commerce. Only Forter provides fully automated, real time Decision as a Service™ fraud prevention, with approve/decline decisions backed by a 100% chargeback guarantee. The system eliminates the need for rules, scores or manual reviews, making fraud prevention friction-free.

TRUSTED BY:



REUTERS



USA
TODAY

"We have grown so much in such a short time, and we're still growing. We were aware that fraud was a serious concern in this industry, but we didn't want it to hold us back. With Forter's full automation, that's no longer a concern - we know that their solution will scale naturally with us as we grow."

Juraj Strieženec
CFO, Kiwi.com

"We're passionate about our products, our industry and our customers. We never wanted to be fraud prevention experts. Thanks to Forter, fraud is essentially no longer a concern for us. We leave it to their expertise, and we concentrate on what we're best at."

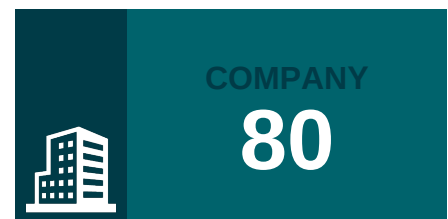
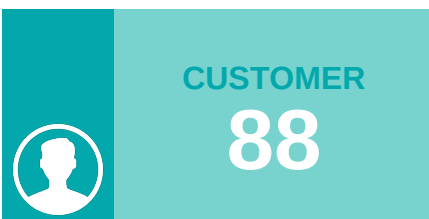
Jonas Cooper
CTO, Lethal Performance

"Having a faster approve/ decline decision gives customers less time for buyer's remorse. We find there are fewer cancellations because of this. It's a more seamless experience for the customer."

Osher Karnowsky
General Manager, Jomashop

"The difference to our fraud team is felt every day. Forter's real-time decisions are a fantastic tool - they simply remove the stress from the review process. And best of all, we can process more orders with less effort during those busy holiday periods."

Eileen Thomas
Operations, Logistics and Risk Management, James Allen



TOTAL WEIGHTED
SCORE:

81

READ ALL 10 CUSTOMER SUCCESS REVIEWS FROM FORTER USERS





ABOUT KOUNT

Kount is a leading innovator of solutions for fraud and risk management. Kount decision engine platform is ideal for managing fraud in online/telephone channels that process payments and onboard new customers. Kount is committed to offering an end-to-end, single-source solution focused on speed, simplicity and ease of use...with a no-compromise approach to providing real-time accuracy in results.

TRUSTED BY:



"Kount Complete makes things so much faster and easier. For instance, I can quickly implement special rules when we're having a new artist recruitment drive in order to maximize sign ups. Kount has really made my life infinitely easier. I'm back to doing my job instead of spending my entire work week battling fraud."

Christine Barnum
Controller, CD Baby

"Kount is a 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 Harris
Senior Operations Manager, Internet Brands

"Kount offered us something other companies couldn't: the ability to write our own custom rules that apply to our unique situation. I didn't have to buy someone else's pre-packaged sets. Further, the Kount system is easy to integrate and set up, so I could use what I already had in place...quickly and intelligently."

Dave Parrott
Fraud Manager, Jagex Games Studio

"Micro Center has a motto about fraud, 'How can we ruin a bad guy's day?' Since the implementation of the Kount, we have experienced a measurable increase in on-line sales and decrease in fraudulent on-line transactions."

Skip Myers
Director of Loss Prevention, Micro Center/Micro Electronics, Inc.



[READ ALL 21 CUSTOMER SUCCESS REVIEWS FROM KOUNT USERS](#)

ABOUT RISKIFIED

Riskified is an all in one eCommerce fraud prevention solution and chargeback protection service for high volume and enterprise merchants. Riskified offers a 100% chargeback protection guarantee on every order. Riskified approve, allowing their merchants to sell with confidence. Riskified is the world's leading eCommerce fraud prevention company trusted by hundreds of global brands from luxury fashion houses and retail chains, to gift card and ticket marketplaces. Riskified's pay for performance, guaranteed approval model provides a flexible, economical solution that prevents chargebacks, drives online revenue, and enables a frictionless shopping experience.

TRUSTED BY:

GAFFOS

GiftCards

pangea

Skullcandy

viagogo

"Since implementing Riskified, the number of fraudulent transactions has diminished, and we have been able to accept more domestic and international transactions with ease. Our acceptance rate has gone up over 10% so ultimately, implementing Riskified has increased our revenue!"

Alexis Clarbour
Director, Portero Luxury

"Riskified has proven to be the scalable solution we needed. Approval rates are high, my team's operational efficiency has improved, and most importantly - RevZilla's customers enjoy a great experience."

Patrick Roscoe
Director of Customer Experience, RevZilla

"Finding a scalable solution was critical to face our high growth situation and Riskified delivered on this key criteria in everything we do."

Michael Benisti
Head of Payments and Revenue Protection, Vestiaire Collective

"Fraud prevention is important, but it's not our key business... Riskified was the natural choice for us. I never need to worry about chargebacks or false declines and I know my customers enjoy a smooth shopping experience."

Joe Holtham
Ecommerce Manager, Burton



READ ALL 20 CUSTOMER SUCCESS REVIEWS FROM RISKIFIED USERS





ABOUT SIGNIFYD

Signifyd helps e-commerce businesses sell confidently while protecting from fraud. Signifyd simplify fraud prevention with tools and expertise built on years of experience at PayPal, RSA, Fraud Sciences and FedEx. Signifyd know how to interpret a user's digital footprint and bridge the gap between Online and Offline Identity. And they know how to do it without creating friction for legitimate users.

TRUSTED BY:



"If you care about your business and you're starting to grow, Signifyd is definitely necessary. There's so much that is affected by chargebacks, including your processing rate, and there are so many little hiccups that can derail your shipping when you're growing. This is just something that will give you ease of mind. It becomes something that just happens and you don't even have to think about it anymore."

Travis Garrett
co-founder and creative director, Cap That

"I recommend using it for the peace of mind. Even if it costs us a little extra, we need to realize what is at stake here: You're going to frustrate customers, you're going to frustrate the business owner and you're going to frustrate the person who has to go through the process of reviewing orders. Regardless of which fraud prevention tool you use, think about the time you're spending. Is it worth it if you still get chargebacks?"

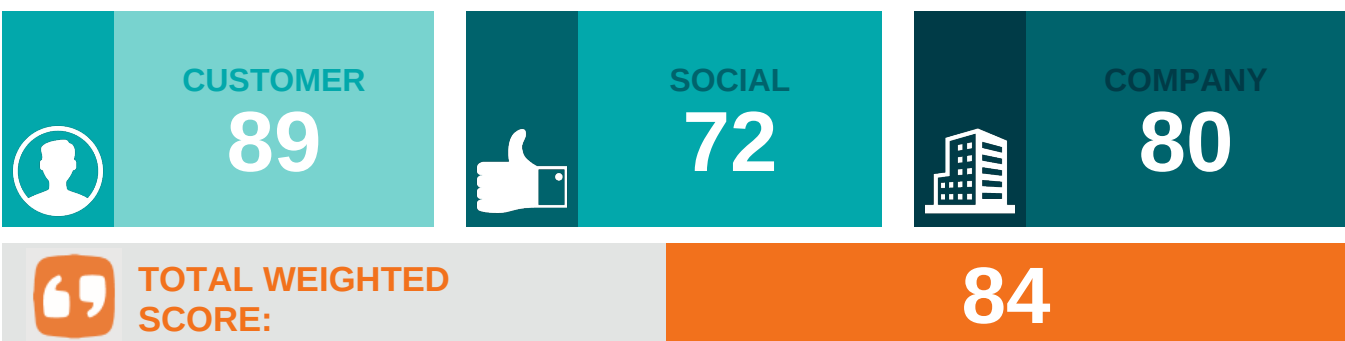
Jon Smith
Operations Manager, HomeSeer

"I highly recommend the service...especially if you have a fulfillment center and sophisticated back-end technology. To be manually handling any order is just a waste of time. Automating and ensuring that orders are guaranteed and that you won't get chargebacks is a really big help."

Emily Hayes
Operations Manager, Tuckernuck

"What I really like about Signifyd is that you're moving from an uncertain amount of risk to a very controllable amount of risk. We're trying to operate a sustainable business. In one month, if we were careless with screening, we could have \$20,000 or \$30,000 in chargebacks. That could kill our cash flow and set us back for months."

Donny Ton
Operations Director, FR Sport



[READ ALL 39 CUSTOMER SUCCESS REVIEWS FROM SIGNIFYD USERS](#)



ABOUT ACCERTIFY

Accertify is a leader in providing e-commerce companies with hosted software solutions, tools and strategies for preventing online fraud and mitigating enterprise-wide risks. Accertify's Interceptas Platform integrates the various components of fraud prevention, applies state-of-the-art automation, and offers advanced capabilities for managing fraud data. Built with a merchant's perspective, the Interceptas Platform delivers flexibility in preventing fraud related to card-not-present purchases, online scams and policy abuse, merchandise returns and exchanges and other data management challenges.

TRUSTED BY:



EXPRESS



urban outfitters

"Accertify has helped us enhance our fraud management abilities by providing greater flexibility to address emerging fraud patterns on demand. As a result, our team has reduced fraud and operates with greater efficiency without compromising on our genuine customer service. easyJet is very pleased with the quality of fraud management solutions and services provided by Accertify."

Paul Ablin
Financial Controller, easyJet

"Accertify allows us to look at our clients' user-generated content exactly the way a retailer or bank would screen a financial transaction and verify its authenticity in real time. With this capability, Bazaarvoice can ensure that each piece of content coming onto our platform on behalf of clients is authentic and real – and as a result, protect the value of our clients' brands."

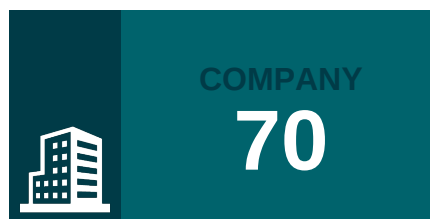
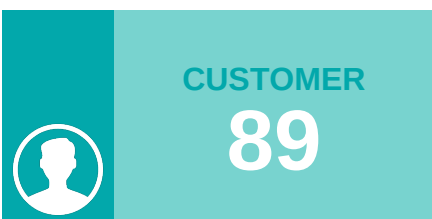
James Houlihan
Director of Authenticity, Bazaarvoice

"One of the attractions of using Accertify was to have a one-stop shop. We wanted to integrate payment processing with fraud and chargeback management to minimize complexity. I didn't want to manage another team to handle fraud internally, so Accertify's integrated platform made a lot of sense for us."

Jason Miller
Chief Technology Officer, Motorcycle Superstore

"With Accertify, it's easy to optimize fraud management. We can change the fraud rules in real time without developer assistance, and the platform allows us to measure the effects more accurately than we could achieve with our existing in-house system."

Jonathan Harrison
Product Director, RSVP



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ABOUT VERIFI

Verifi is an award-winning provider of end-to-end payment protection and management solutions. They take care of and manage your entire e-commerce solution, allowing you to focus on your core business. Verifi helps merchants safely process payments, combat fraud, prevent and resolve costly chargebacks, as well as increase billings and keep loyal customers. Verifi's best-in-breed solutions and white glove support are trusted by a wide range of industries, from emerging companies to the Fortune 500.

TRUSTED BY:

FreeCreditScoreNow

NutritionalEnvironment



Payment Management Services USA, LLC

"Verifi CDRN is excellent. We're counting on Verifi to add more big issuers, especially fraud debit and fraud credit."

FCSN

FreeCreditScoreNow Inc.

"We've had great support from [our relationship managers.] They are both great to work with since they are as friendly as they are hard working and service oriented."

Nutritional Environment

"It has been very pleasant working with Verifi. Good customer support and no issues."

Shadow Shopper

"Our overall experience with Verifi has been outstanding over the years. All of the other services that we use through Verifi have been helpful to our business. Since we don't have the bandwidth to fight as many chargebacks as we would like internally, we felt that Verifi's CBR would be the best solution for us."

Spokeo



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