



Reduce Revenue Declines

Decrease Revenue Leakage
Due to False Declines

The Customer-First Solution

The every day challenge of shipping legitimate orders and stopping fraudulent ones puts added pressure on ecommerce leaders, who want to make sure the customer experience isn't sacrificed in the process, all while keeping the total cost of fraud down.

In fact, Business Insider found that false declines account for the lion's share of the total cost of fraud for U.S. retailers – \$8.6 billion compared to \$6.5 billion from total fraud losses. Moreover, Signifyd found that 36% of shoppers stopped purchasing from a merchant after having an order falsely declined.

Various vendors and solutions are working to help merchants avoid declining valid orders by leveraging additional data and by modeling legitimate buying behavior.

But how can you accurately calculate and improve your order-to-revenue conversion without increasing operational cost?

Estimated US E-commerce Merchant Fraud Losses, Prevention, and False Declines
2016, Billions (\$)



Source: BI Intelligence

Why Augment Your Current Fraud Process?

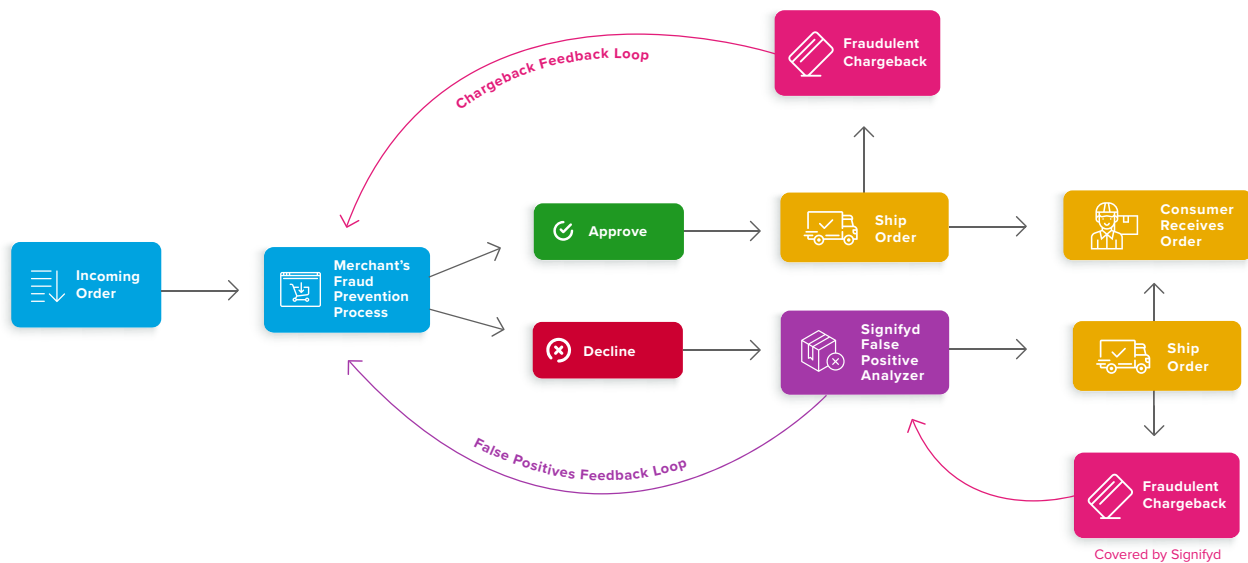
Opting for a solution that leverages machine learning and customer data adds an extra decision layer to your existing fraud process without creating additional work for your team. It also provides a reliable benchmark to evaluate strategies for minimizing revenue leakage from false declines. This translates to faster fulfillment times and an improved customer experience with immediate impact on your top-line growth.

How It Works

Signifyd calculates the false declines rate by determining the percentage of orders the merchant initially declines but later ships based on Signifyd's recommendation without receiving a fraudulent chargeback.

Any fraudulent chargebacks resulting from an order that was shipped based on Signifyd's decision will be reimbursed by Signifyd, including all chargeback and shipping fees.

Signifyd charges only a percentage of orders identified as potential false declines and can be configured to auto-trigger order fulfillment to further automate the process.



How to Get Started

Review existing fraud prevention process & metrics with the Signifyd team.

“Since using Signifyd, we’ve added thousands of dollars in revenue we would normally have declined. They’re approving what we considered our riskiest orders.”

— KAITLIN MOUGHTY, DIRECTOR OF ECOMMERCE

