NS8 Protect Turns High Chargebacks into High Performance

Published August 4, 2017

Watch the video.
Learn how Wudley.co reduced chargebacks and optimized their advertising.

The Goal

- Reduce the number of number of chargebacks and associated fees on a new merchant's storefront.

The Approach

- Provided easy API integration between the owner's storefront and NS8 Protect.
- Applied our EQ8 scoring system for intelligent filtering of their site's users for fraud pattern analysis.
- Scored advertising campaigns for a clear indication of bot traffic and capacity to reach end customers.

The Results

- Reduced their bot and hidden traffic rate from 36% down to 6%.
- Lowered the numbers of chargebacks down to only one in the last 3 months.
- Helped them reallocate revenue from two poorly performing ad campaigns so that more of the budget was spent targeting real use

Wudly.co had only been operating an online storefront for a couple of months, but with high chargeback rates and a poorly performing ad campaign, malicious traffic was proving to be a big problem for their business. They wanted to find an easy-to-install, easy-to-use fraud prevention solution that would integrate quickly with their online platform and start saving them money right away.

In order to make this goal a reality, their team needed to identify a major problem many modern businesses have to deal with today. Last year, there was a grand total of over 15 million chargebacks, where customers would demand their bank return their money thanks to a stolen credit card, a lost delivery, or even a common case of buyer's remorse. In total, this cost eCommerce merchants an estimated $6 billion in lost revenue. While not all chargebacks are preventable, filtering a storefront's traffic is an important step to identify certain patterns and minimize fraudulent purchases.