

● ClickBank Regulates Fraud Risk

The Situation

ClickBank is a secure online retail outlet that provides robust, secure online purchasing services for more than 70,000 vendors and 110,000 active affiliate marketers. ClickBank specializes in digital product purchases, such as eBooks, software and memberships. When it comes to the 30,000 “card-not-present” transactions that they handle daily, ClickBank faces two primary challenges:

- Unlike physical goods, once a ClickBank transaction is approved and the digital good (e.g., eBook, software, etc.) has been downloaded, there’s no way to recover the merchandise if the transaction turns out to be fraudulent.
- ClickBank wanted the flexibility to “fine-tune” their risk thresholds. It’s critical for them to balance chargebacks—and the associated costs and risks—with the need to maximize revenue by not declining legitimate customers.

The Solution

ClickBank deployed the Kount Complete™ solution. Implementation was straightforward and integration with ClickBank’s systems was seamless. Tom Denig, Director, Risk Operations notes: “From my point of view, it was really easy starting up. And Kount is pretty easy to use day-to-day.” A high-level of automation and the customized rules engine within the Agent Web Console allow just one single individual to handle fraud prevention for ClickBank’s 30,000 daily transactions. Features like custom rules setting, orders-to-be-reviewed, escalate, and priority sorting help make workflow extremely efficient. What’s more, the data used to support Kount Complete’s analysis is real-time. “Other solutions make real-time recommendations,” says Tom, “but based on data that’s a day old. Kount accesses that data in real time, to keep us ahead of the bad guys.”

The Outcome

With Kount Complete, transaction volume for ClickBank continues to climb, with higher order authorizations and increased revenue. At the same time, ClickBank now has the ability to dial-in their precise level of chargebacks. “Even if a transaction goes through with what turns out to be a stolen card,” reports Tom, “Kount’s Dynamic Scoring will track that card for 14 days and alert us. So, we may not be able to recover the digital goods, but we can avoid the chargeback costs and fees. That’s critical.”

Tom summarizes his experience with Kount: “It’s hard to put a price on staying in business. If we deny too many legitimate customers, we hurt our brand. On the other hand, if we’re not careful and get on the wrong side of chargebacks, that can be the end. Fortunately, we really don’t have to worry about that with Kount Complete.”



Kount Complete really is a one-of-a-kind solution. It has helped us take control of our risk. We can handle 30 thousand transactions a day with just a single person managing the entire process. Reliability-wise, you couldn’t do much better. I’m trying to think of the last time I had to request support.

Tom Denig,
Director, Risk Operations
ClickBank





Kount develops fraud control solutions for merchants, financial institutions, online communities, and other clients with fraud prevention issues that adversely effect financial performance and customer satisfaction. Our proprietary technology uses a SaaS-based array of tools including patented technologies — Multi-Layer Device Fingerprint™, and Proxy Piercer® — in combination with other unique tools such as Dynamic Scoring™ and Predictive Modeling in real-time, sub-second speed, making them ideal for detecting fraud in high-volume transaction processing applications. Kount helps merchants increase their visibility into fraudulent activities, control risk associated with fraud while maximizing sales and dramatically improve operational efficiencies by automating many manual review processes. For more information about Kount, please visit www.kount.com

KOUNT COMPLETE™

The Kount Complete fraud control system provides an end-to-end, turnkey fraud prevention solution. It analyzes over 200 individual risk variables to generate a score that predicts with a high level of accuracy the likelihood that a given transaction is fraudulent. Our cutting-edge technologies reduce risk for merchants handling card-not-present transactions.

Increase Visibility of Fraudulent Activities

Better visibility of fraudulent activities means you can manage risk better. Kount’s real-time technologies such as Predictive Modeling, Multi-Order Linking and Dynamic Scoring are just a few of the tools that help merchants stop fraud before it happens.

Improve Operational Efficiency

Our powerful rules-based AutoAgent tool makes your reviewing staff more efficient by managing orders based on your established business rules. Kount’s Agent Web Console features many other agent management tools to help increase staff productivity.

Fine-Tune Risk Thresholds

Kount enables merchants to customize their fraud control strategies in order to maximize sales and minimize fraud losses. Kount combines both risk scoring and rules-based behavior models so every merchant can control each aspect of fraud exposure based on their unique business needs.



About ClickBank

Founded in 1998, ClickBank is a secure online retail outlet for more than 70,000 digital product vendors and 110,000 active affiliate marketers. ClickBank makes a sale somewhere in the world every three seconds, safely processing approximately 30,000 digital transactions a day.

ClickBank has paid out more than \$1.7 billion in client earnings over the past 12 years...all on time. ClickBank serves more than 200 countries, and is consistently ranked as one of the most highly-trafficked sites on the web.