

Internet Brands Slashes Chargebacks

The Situation

Internet Brands is the largest proprietary social media and publishing software company in the world. Their platform powers over 70,000 websites and features a completely custom-built online shopping cart using a 3rd party credit card processor to enable purchases in over 200 countries. As their business grew, Internet Brands began to experience an excessive number of fraudulent chargebacks. Unfortunately, the fraud management tools within their existing merchant system were unable to give them the level of control they needed to reduce these fraudulent chargebacks. Internet Brands began a search for Fraud Management services and quickly discovered Kount (along with other vendors, as well).

The Solution

After evaluating all the options, Internet Brands chose the Kount Complete™ solution based in part on Kount's feature set. In addition, Kount's API implementation dovetailed seamlessly with Internet Brands' standard business operations, supporting their custom online shopping cart with no issues.

Today, Internet Brands utilizes Kount to screen all incoming credit card transactions made through their websites before sending them to their merchant. And they're happy with the performance that Kount delivers: "We have no complaints [and] given that we are software producers ourselves, that's a big compliment," says Adrian Harris, Senior Operations Manager.

The Outcome

The impact of the Kount Complete solution for Internet Brands has been impressive: "Implementing Kount has enabled us to dramatically reduce the number of fraudulent charges we were processing," says Adrian. "They are now almost non-existent. We are very happy with the performance of Kount. It is 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 is also pleased with the level of support that Kount provides, noting that their Kount support representative "is always very prompt, and able to provide answers to our questions." When asked if Internet Brands would recommend Kount to a colleague evaluating fraud prevention solutions, the answer was a simple: "Yes, we would."



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 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 Internet Brands

Internet Brands was founded in 1998 as CarsDirect.com, which quickly gained popularity with consumers and advertisers, winning numerous industry awards. In 2005, the company transformed from a single vertical to a diversified, platform company, changing its name in 2006 to Internet Brands. In 2008 and 2009, the company continued to grow its EBITDA profitability and “same store” revenue at double digits, despite the recession. Today, Internet Brands is the largest proprietary social media and publishing software company in the world, providing a single technology platform that powers over 70,000 websites that welcome more than 55 million unique visitors per month and serve customers in over 200 countries.