

nSure.ai

Success story

The before and after with nSure.ai

Background

A leading cashback platform with a large Digital Gift Card offering reached out to nSure.ai in a difficult position - payment fraud was crippling their business.

The UK-based retailer was in need of immediate help lowering their fraud rates while improving their conversions - with an automated AI process.

The before

+20% DECLINES RATES

+3% FRAUD RATES

FORCED 3DS

HIGH FRICTION

new users were restricted from purchasing on day of signup

LIMITED

to a small variety of digital gift cards

“Our buyers loved the option to buy leading gift cards on our platform, but immediately following our launch we began experiencing increasing amounts of payment fraud. As a result of the excessive chargebacks, we were forced to implement many limitations to our purchasing flow, which led, unfortunately, to low adoption rates of our gift cards solution - especially among our new buyers. There was a very clear demand for digital cards among our shoppers, but, without a sufficient solution to the payment fraud challenge, we were simply forced to limit the purchase volume of our fraud-attractive gift-cards.”

CRO of leading UK-based retailer

Once introduced to the nSure.ai solution - the growing company understood that their situation is nSure.ai's specialty, helping merchants that sell fraud-attractive digital goods reduce their excessive fraud-pressure, risk-free, and reach industry-leading acceptance rates.

Following the integration of nSure.ai, the retailer saw an immediate drastic change.

The after

98.7% ACCEPTANCE RATES

(1.3% declines) on over \$1M per month of transaction volume

0.48% FRAUD RATE

SMOOTH PURCHASE FLOW

no static rules or friction

COMPLETE LIABILITY SHIFTING

no need for 3DS

VERSATILE

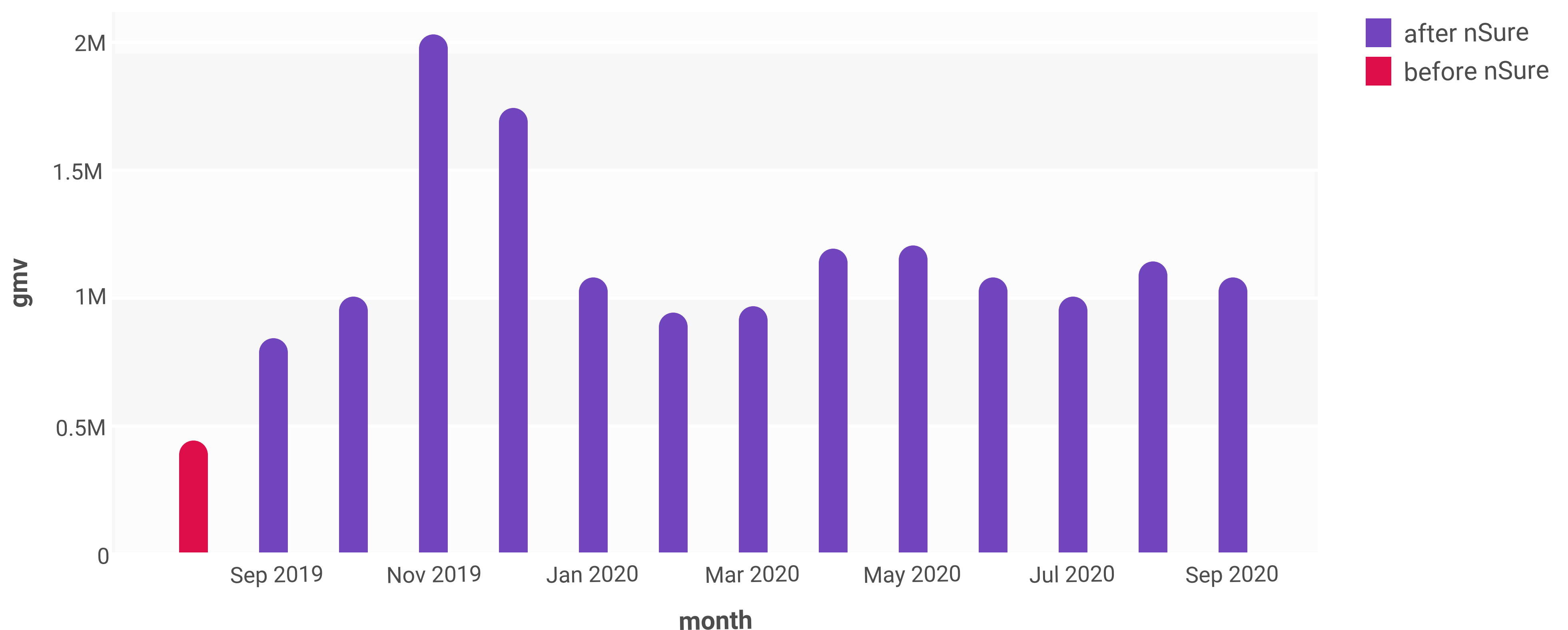
enabled to sell even the most fraud-attractive digital gift cards

And most importantly - a drastic improvement of over 50% on their overall conversion rate, all automated.

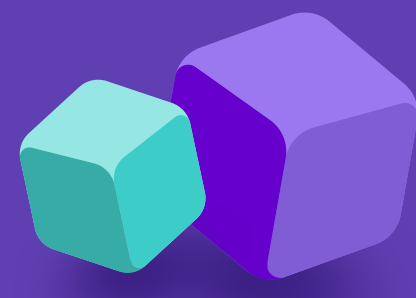
“As a result of implementing the nSure.ai solution, we have seen an immediate impact on our gift cards business - removing all imitations that were previously in place to reduce our fraud pressure, resulting in an measurable and meaningful spike in sales, especially with our newest buyers.

Having the confidence that we’re covered by nSure.ai’s chargeback guarantee allowed us to significantly expand our product inventory and global reach. Within a few months, our Digital Gift Card products became our main growth and revenue driver”

CRO of leading UK-based retailer



Want to learn more about how nSure.ai can help your business accept more transactions with a chargeback guarantee? **Reach out to us at info@nsure.ai**



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