

The Total Economic Impact™ Of Guaranteed Fraud Protection Enabled By Signifyd

FORRESTER®

Through one customer interview and data aggregation, Forrester concluded that Signifyd has the following 3-year financial impact.

IMPROVE ORDER ACCEPTANCE AND DISPLACE CHARGEBACKS

“We went from 88.9% order acceptance to 93.5% while also displacing 61 basis points for chargebacks.”

~ Manager of eCommerce operations,
large US retailer



380%
ROI

\$5.6M
NPV

\$3.2M
INCREMENTAL
EARNINGS

CHARGEBACK COST AVOIDANCE



\$2.7 million avoided

Displaced 61 basis points of chargeback costs

REDUCED ORDER CANCELLATIONS



\$731,963 saved

Order cancellations reduced by 3% due to quicker, automated reviews instead of prolonged manual reviews

FRAUD EXPERTISE COST AVOIDANCE



1.6 FTE

Offloaded order review and refocused customer support team on customer service instead of fraud management

INCREMENTAL ORDER ACCEPTANCE AND EARNINGS



Before: 88.9% acceptance rate generating \$98 million in revenue/year

After: 93.5% acceptance rate generating \$103 million in revenue/year

3-year conservative, attributed earnings: \$3.2M

“Improving order fulfillment speed not only reduced risk to customer satisfaction but also reduced order cancellations [by 3%], especially during holiday season when everyone wants their order before Christmas.”

~ Manager of eCommerce operations,
large US retailer



Read the
full study

This document is an abridged version of a case study commissioned by Signifyd titled: The Total Economic Impact Of Guaranteed Fraud Protection, June 2017. The full case study can be found here: info.signifyd.com/Forrester_TEI_Case_Study_LandingPage.html

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