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Case Study
Conversation and fraud analysis

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Paycross is a deeply analytical business, constantly looking to improve its client's conversion rates and always questioning why?
This case study is designed to highlight specific examples of how we improve conversions by being smarter with our knowledge base and our technology. Why do transactions fail? Are there ways to increase throughput by understanding how 3D Secure, issuers, acquirers and gateways work at a more granular level?

Example 1 - The Italian Job

This merchant noticed that its traffic conversion rate in Italy was in the 55-65% range compared to a 90%+ approval rate in other regions. With no obvious signs of difference in the way the transactions were processed, our team began a BIN analysis on all Italian issued cards. We noticed that the majority of the failed cards were prepaid with a common bin range, carrying a limit of €2,500 Euros per month thus reducing the flows. Once the merchant was aware of this subtle problem, we recommended alternative ways to pay such as SEPA payments which would ultimately increased conversions back into the 90% range.

Example 2 – Color Depth

A complex Integration led to one of the most extraordinary outcomes we've ever seen in payments. Having confirmed that all fields were passing correctly and receiving call backs from the acquirer of "system error," there was no obvious reason for transactions not to pass correctly. It was only when one of our developers suggested a color depth issue, that we resolved the problem. Amazingly, we discovered that depending on the browser you use in combination with the device, if the color depth of the screen or monitor is not configured correctly to the fields passed in the API, some transactions can fail. Once we'd established the color depth parameters, transactions passed correctly, and the conversion uplift was 15.75%.

Example 3 – Cell Phone Numbers...

On this occasion, a regular client of one of our merchants suddenly experienced 3Ds fails using the identical data to previously approved transactions. 3D Secure had no reported issues. Paycross support identified 3Ds had not failed immediately but had timed out, indicating that no validation had taken place. The end customer argued that he had never received the notification. We asked if he had changed cell phone number and not updated it with the bank. It was discovered this to be the case, and, having updated his information, transactions began to pass successfully again.

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By adopting the principles of knowledge, technology and determination, the above case studies show how every single transaction matters, as a contributor to the overall successes of both Paycross and our underlying merchants. This consultancy approach means that merchants see the extraordinary value that Paycross brings to their business and the key metrics are outlined below:
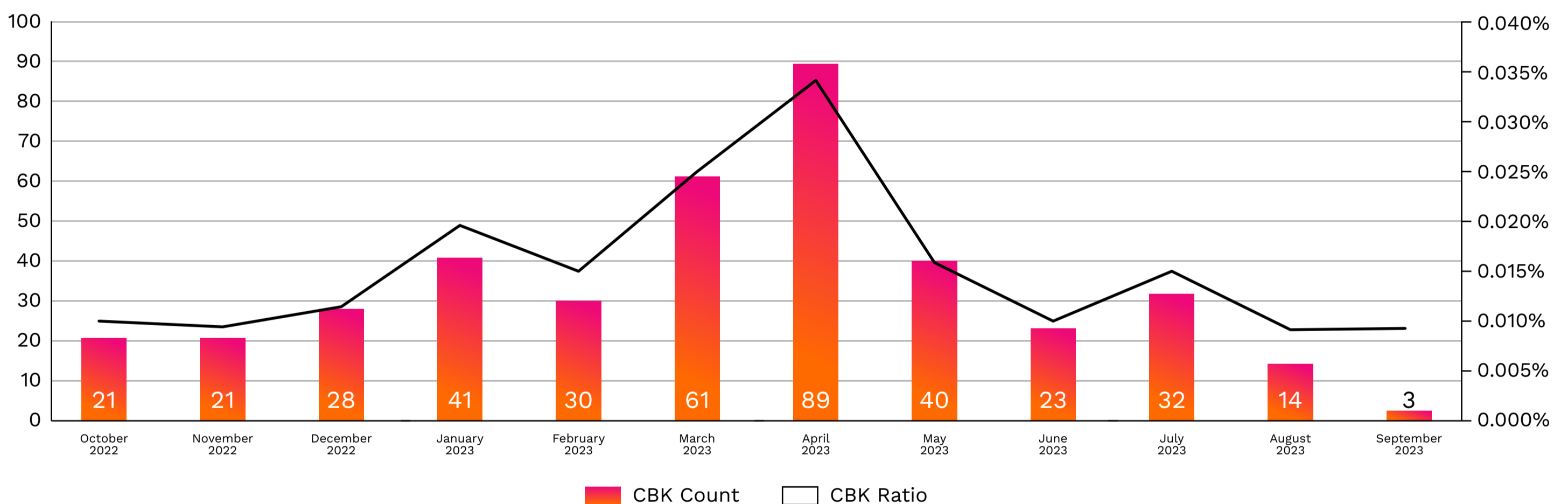
94%
Portfolio conversion rate

0.006%
Chargeback ratio

200K+
YTD Number of problematic transactions that fraud rules reviewed or blocked

The controls, improved conversions and reduction of false positives continues to see Chargebacks and fraud being driven on a downward trajectory

Bar chart showing CBK Count and CBK Ratio by month:

Month	CBK Count
October 2022	21
November 2022	21
December 2022	28
January 2023	41
February 2023	30
March 2023	61
April 2023	89
May 2023	40
June 2023	23
July 2023	32
August 2023	14
September 2023	3

Legend: CBK Count, CBK Ratio

Knowledge

Understanding the intricate balance between driving more conversions and reducing online fraud. Our team carry a combined 50 years of payments knowledge, whilst consistently seeking to learn more every day.

Technical

PCI Level 1, 15+ Acquirers and dynamic routing allow our merchants to optimize and reconcile the traffic within a single technical interface.

Experience

The example studies illustrate our analytics and ability to resolve issues fast, leading to better throughput and increased revenues. We see beyond a simple decline as we look at:
- Cell phone Numbers
- Acquirer In House Controls
- Color Depth
- Prepaid Card Limits
- Incorrect fields being passed
- Specific MCC requirements
- Card Scheme mandates
- 3D Secure behaviors
- And so much more.