

Case Study

Conversion and Fraud
Analysis



Paycross is a deeply analytical business constantly looking for ways to improve client 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 proprietary technologies. Why do transactions fail? Are there ways to increase throughput by understanding how 3D Secure, Issuers, Acquirers and Gateways work on a more granular level?

EXAMPLE 1 – THE ITALIAN JOB

The client noticed that his traffic conversion rate in Italy was in the 55%-65% range compared to 90%+ approval rates in other geographies. With no obvious sign of difference in the way that transactions were processed, the Paycross Team began a BIN analysis on all Italian issued cards. We noticed that the majority of failed cards were prepaid with a common BIN range carrying a limit of €2,500 per month thus reducing the flows. Once the client became aware of this subtle problem, we recommended ways to pay including SEPA which ultimately increased his conversions to 90%+.

EXAMPLE 2 – COLOR DEPTH

A complex and challenging technical 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 noting 'system error' there was no apparent reason why transactions were not passing through correctly. One of our developers suggested a 'color depth issue' and it was only then that we were able to resolve the issue. Amazingly, we discovered that depending upon the browser that you use in combination with the device, if the color depth of the screen or monitor is not configured correctly to the fields passed on the API, some transactions can fail. Once we'd re-established the color depth parameters, transactions passed through correctly and resulted in a net conversion uplift of 15.75%.

EXAMPLE 3 – CELL PHONES

On this occasion, a regular client suddenly experience 3DS fails using the identical data to previously approved transactions. 3DS had no reported issues. Paycross Support identified 3DS had not failed immediately but, had timed out on the transaction indicating that no validation had taken place. The client argued that he'd received zero notifications. Our Team then asked whether he'd changed his cell phone number recently to which the answer was "Yes!". We updated his information with his Bank and transactions began to pass successfully again.

By adopting the principals of knowledge, technology and determination, our Case Studies show how every single transaction, no matter how big, small or troublesome, matter. Our consultative approach means that clients can see the extraordinary value that Paycross brings to their businesses and the key metrics are highlighted below:

95%

Portfolio Conversion Rate

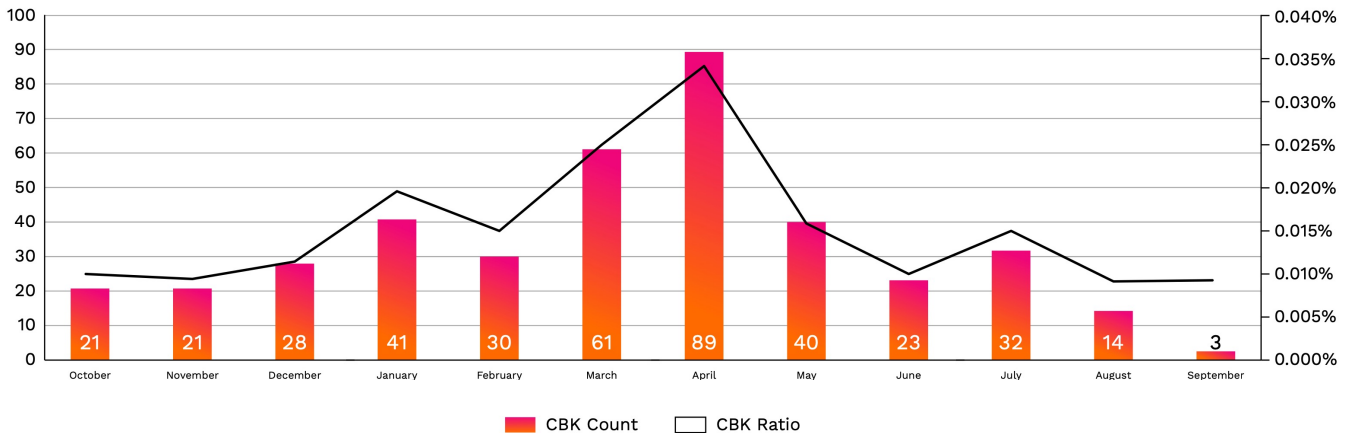
0.004%

Chargeback Ratio

500k+

#Problematic txs that Fraud Rules reviewed or blocked that Paycross resolved

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



Knowledge

Understanding the intricate balance between driving more conversions and reducing online fraud. Our Team carry over 100 many years of Payments Industry-related experience and knowledge whilst consistently seeking to learn more each day.

Technical

PCI DSS Level One Service Provider in two jurisdictions i) The USA ii) The Rest of the World. Multiple acquirers and dynamic routing allowing clients to optimize and reconcile traffic within a single interface.

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Experience

This Case Study illustrates our analytical and consultative approach to finding solutions and our ability to resolve complex issues quickly leading to better throughput and increased revenues. We see beyond a simply decline as we look closely 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 much, much more