

CASE STUDY

SmartBuyGlasses.com sees more approvals with automated fraud prevention

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Forter has eliminated almost all the manual work related to fraud decisions, allowing us to approve far more transactions, which means increased revenue and growth for our business. Partnering with Forter to manage fraud prevention has been critical in making our business more efficient and the shopping experience even better for customers.

- Doron Kalinko, Co-CEO

THE CHALLENGE

SmartBuyGlasses.com is a leading designer eyewear e-retailer with more than 200 brands of glasses and 100,000+ SKUs, shipping to more than 100 countries. The company initially used a rules-based fraud prevention solution that frequently declined legitimate transactions, leading to many frustrated customers and the team spending most of their time on manual reviews. The system

was also prone to false negatives, which meant a high chargeback rate and higher risk when expanding into new countries and markets. The existing approach hindered the company's efforts in building trust with new customers and couldn't scale to accommodate SmartBuyGlasses.com's growth, jeopardizing future sales and revenue.



THE SOLUTION

Thanks to the partnership with Forter, **SmartBuyGlasses.com** automated the fraud decision process, eliminating manual reviews and increasing approvals without taking on the liability of chargebacks. All decisions are made in real-time, so legitimate customers get a fast and rewarding shopping experience while fraudsters get immediately

blocked. With access to Forter's Persona Graph, the company can approve new customers with confidence—while a customer may be new to SmartBuyGlasses.com, they most likely aren't new to Forter. With Forter, the company can have better conversations with customers, building trust and brand loyalty, which fuels growth and revenue.

THE RESULTS

Approvals



Approvals increased by **8%** since start of the relationship



Eliminated almost **100%** of customer complaints related to false declines

Operations



Elimination of manual reviews gives teams more time to ensure customers are happy with the brand experience



Ability to scale fraud prevention to match rapid business growth, boosting revenue

Chargebacks



Chargeback rate decreased by **59%**



Chargeback losses improved by over **95%**



Less chargebacks mean more revenue for SmartBuyGlasses.com and affordable prices for customers



No human can make thousands of accurate fraud decisions in a matter of seconds. Automating the fraud decision process has removed manual errors and the need to train more employees to manage fraud as the business grows. We can scale fraud prevention effectively, handling spikes in order volumes with ease.





About Forter

Forter optimizes genuine customer experience and lifetime value by solving the root causes of eCommerce fraud and abuse. We provide precise decisions about every customer interaction, informed by billions of data points and delivered instantly by our machine learning platform.

Find out what Forter can do for your business.

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