

# Fraud.net Reduces Account Takeovers by 90% for Tinka



## CLIENT PROFILE

- Payment processor providing BNPL services to major eCommerce merchants.
- In operation since 1952, serving a variety of industries, including fashion, beauty, and luxury brands.

## GOALS

- Scalable fraud landscape using advanced models and flexible case management.
- Lower number of fraud reviews while increasing fraud model accuracy.
- Improve fraud detection and reduce account takeovers.

## RESULTS

90% reduction in account takeovers

82% reduction in first payment defaults

\$15,980/day saved with Fraud.net's models

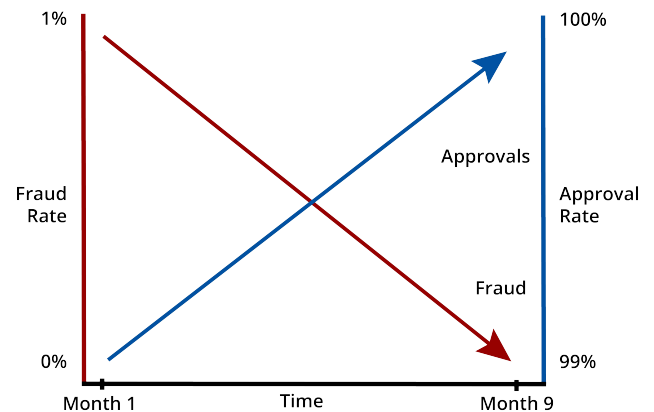
## Buy Now, Pay Later Provider Needed to Reduce Fraud and First Payment Defaults

Tinka, a payment processor providing buy now, pay later services for major ecommerce merchants, was dealing with increased fraud, exhausting its existing resources. The major driver it had to deal with was account takeovers, ultimately leading to long-term conflicts from non-compliance and fraud risk. Additionally, they wanted to reduce first payment defaults, a major driver of profit losses for BNPL companies. Tinka needed a simplified, scalable solution that minimized the need for manual reviews but improved their security against these risks, as well as an effective fraud model and flexible, customizable case management.

## Fraud.net's Advanced Models Slashed Account Takeover Fraud

Fraud.net's scalability, cost, and flexibility, as well as its customized fraud rules, proved to be the solution Tinka needed. After analyzing the increased account takeovers and the resulting fraud schemes, Fraud.net implemented a customized fraud model to segment transactions by level of risk and automate event reviews.

Fraud.net also constantly adjusted its models to best address Tinka's concerns. With Fraud.net's solution, account takeovers reduced by 90% in just 8 months and first-payment defaults reduced by 82%. Fraud was decreased by 73%, and approvals increased from 99% to 99.71%, an increase in revenue as a result of Fraud.net's solution.



**“Implementing the new UI and fraud model streamlined our fraud process, reducing manual errors, enhancing efficiency and optimizing our operational process for greater productivity and investigations. By providing real-time scoring and analytics, Fraud.net empowered us to make better data-driven decisions.”**

Nick Pinto - Fraud and Risk Manager, Tinka