Increasing Automated Approvals in a Global Marketplace

How one of the world's largest global marketplaces boosted transaction approval rates and reduced costs with Elephant Trust.

The Need for Identity Trust

Processing millions of global transactions daily can be tricky. Our client, one of the world's largest marketplaces, utilizes a comprehensive set of fraud tools along with a robust manual review team. However, as their international expansion increased, so did their costs and chargebacks. They needed an affordable, no friction way to increase their automated approvals, reduce their costs, and improve their chargeback rate.

Challenge

- **Improving Transaction Approvals:** Increase the number of legitimate transactions approved via automated decisioning.
- **Reducing Chargebacks:** Reduce fraud in specific international markets where their Chargeback Rate was above average.
- **Costly Manual Reviews:** The expense of employing thousands of manual review agents is substantial, highlighting the need for a more efficient solution.

Solution

The Global Marketplace integrated Elephant Trust to better understand the identities behind their transactions. Trust is able to leverage its global identity graph to assess if an online identity is trustworthy or not. It then provides scores and signals to quickly communicate this.

By leveraging Trust the Global Marketplace was able to identify legitimate transactions that were originally unable to be passed without further investigation. It was also able to better detect fraudulent transactions and substantially reduce its costs.

Results

1%
Increase to Approval Rate, allowing more legitimate purchases to go through seamlessly.

32%
**Decrease to Chargeback Rate,** indicating fewer fraudulent transactions slipping through the system.

45%
Decrease to Manual Review, translating to cost savings and improved operational efficiency.

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Global Trust Score Integration

Implementation

We offer global data coverage, including the US, Australia, Brazil, and Germany. Our implementation enhances fraud detection by integrating Trust scores with existing systems, reducing manual reviews, and speeding up order processing. This is supported by our comprehensive identity graph, which uses billions of data points to better understand transaction identities.

- Dynamically scales for peak demand
- Authenticated Trusted Transactions in milliseconds
- Compliant with data privacy regulations

GDPR · AICPA SOC 2 · CCPA

ADAPTIVE AI
GLOBAL DATA
MULTI-DATA MODEL
BUILT FOR SCALE
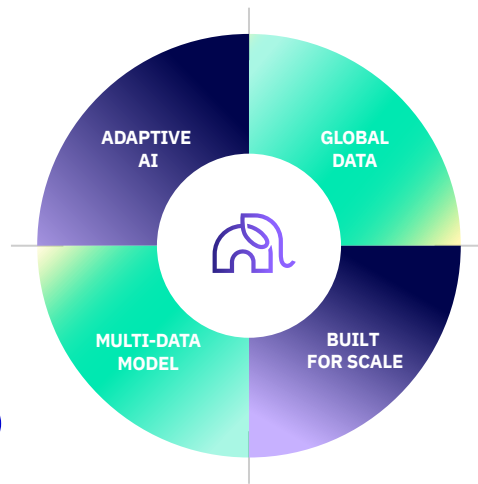
+5 Billion
Trusted Identity Profiles

+28 Billion
Unique Identifiers

+1 Billion
Daily Updates

+150
Countries

Conclusion

By focusing on comprehensive identity resolution, global retailers can greatly enhance their ability to assess the identities behind transactions, leading to more accurate fraud detection, increased revenue, and reduced operational costs. Our solution has worldwide data coverage and underscores the importance of leveraging strong identity resolution to achieve substantial improvements in operational efficiency. This partnership demonstrates how advanced identity assessment and automated decision-making can drive significant benefits for global marketplaces, prioritizing trust for optimal results.

About Elephant

We're on a mission to create a world where identities are real and trustworthy people can transact online without friction because the platforms they're using are employing AI-enabled information gathering and automation tools that block out fraudsters and scammers.

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