

CASE STUDY



International Ticket Provider Eliminates Majority of Manual Reviews Using LexisNexis® Emailage®

Industry

Entertainment

Client

One of the largest international ticketing companies in the world

Solution

Leveraged Emailage® to analyze 100% of transactions over six months

ROI

Over 10 times ROI - immediate ROI in the first month

Requirements

- Reduce manual reviews by at least 50%, while also detecting risky transactions accurately
- Analyze the risk of existing clients, including dormant accounts
- Verify the correct customer email in the contact database

Overview

Slow manual reviews cost an organization time and money, while hurting customer satisfaction. Fraud managers need solutions that automate the majority of risk decisioning and empower them to make quick decisions with contextual information. Without the proper risk decisioning tools, a fraud team's ability to identify the risk associated with a transaction is significantly reduced. If a fraud team doesn't have sufficient risk indicators for decisioning, this can lead to a high level of false positives driving a subpar manual review process with a potential detrimental impact on genuine customers. Declining a genuine customer can lead to brand damage and drive business to competitors.

This case study illustrates why Emailage® was selected by a leading international ticketing company as the front of the line risk assessment solution.

The international ticketing company chose Emailage based on the solution's:

- Ability to identify risk and drive fraud prevention results using non-sensitive data
- Global coverage of email and IP addresses
- Network of data to help recognize trustworthy customers
- Significant ROI

Need and background

The international ticketing company could not properly analyze the risk of transactions in a timely and effective way. This ineffective process caused approximately 30% of all sales to be sent to manual review. A high number of manual reviews added significant costs, as well as increased customer frustration. In addition to manual reviews, the international ticketing company needed to analyze and verify the contact information for existing customers to detect high-risk accounts. Verifying contact information would also improve marketing, support and sales communications.

Emailage helped improve the company's hit rate by 5x the average hit rate compared to previous internal controls.

The solution

The international ticketing company's fraud prevention department used Emailage browser extensions to analyze the risk of an email and IP address associated with all manual reviews. The browser extensions allowed the department to assess the risk of an email and IP address without leaving their fraud case management system. By confining analysis to a single system, the time to review a transaction was greatly reduced and analysts were able to generate a more accurate review decision.

As a parallel initiative, the international ticketing company verified and cleaned their customer contact database from the past six years with Emailage. The solution verified the existence of customer emails and alerted the company of confirmed risky accounts. The verification and cleanup of all existing customer contacts was completed in under a month.





The final step for the international ticketing company is the integration of the automated Emailage API. The API allows the international ticketing company to automatically analyze the email and IP address from all their transactions and optimize the manual review process.

The outcome

The international ticketing company reduced the number of manual reviews by 62% by leveraging Emailage as part of the manual review process. The fraud hit rate of these manual reviews was 30% on high-risk populations. Emailage accomplished this reduction by providing a comprehensive history and analysis of email and IP addresses. This additional

data allowed for an over 90% increase in the approval of transactions. Emailage generated a 10 times return on investment over six months, with less cases sent to manual review and a significant increase in approvals.

ROI

-  62% reduction of manual review rates
-  90% increase of manual review approvals
-  Less than 1% of transactions received a high-risk score and were sent to manual review
-  Over 10 times ROI - immediate ROI in the first month

Key takeaways

- Corrected marketing, sales and support messages being sent to nonexistent emails
- Automated, ongoing monitoring of risk accounts

With Emailage, companies get the benefit of harnessing LexisNexis® Digital Identity Network®, a crowdsourced intelligence database aggregating annually billions of global transactions.

For more information: risk.lexisnexis.com/global/en/products/lexisnexis-emailage



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