

Forter delivers real-time fraud prevention for delivery.com

“With food delivery especially, you’re instant or you’re out of pocket. So the speed of the decision was a crucial factor for us: real-time service drives sales, increasing conversions. With Forter, fraud prevention is instant every time.”

Alexandra Blickley • VP, Marketing

The Challenge

Delivery.com is dedicated to providing its users with the delivery of food, alcohol, and home essentials from local neighborhood merchants, on-demand. The on-demand nature requires quick confirmation and fulfillment of orders. While this service is excellent for customers, it proved detrimental to Delivery.com’s bottom-line. Expediting as many approvals as possible meant minimal fraud protection. Manual fraud reviews proved an operational challenge, as most orders were expected to be fulfilled within an hour, leaving little time for comprehensive reviews. The result was a high level of fraud that incurred both a high operational cost and a high hard-dollar cost, as chargebacks cut into revenue. Delivery.com needed a means of maintaining the seamless checkout their customers expected, while reducing chargebacks and minimizing fraud.

The Solution

With Forter, Delivery.com found a fraud prevention solution that reduced overhead and chargeback costs, and worked seamlessly with their high-velocity business. Forter provides real-time, fully automated, guaranteed fraud decisions on every transaction, and fraud protection for every touchpoint along the customer journey, with zero added friction. With no manual component, customers never experience any delays due to fraud prevention.



The Results

Delivery.com now has an astonishingly high approval rate: 99.5%. This high approval rate, coupled with minimal chargebacks, and backed by Forter's chargeback guarantee, means Delivery no longer has to fear fraudulent activity. Furthermore, Forter's instant decisions mean seamless shopping and delivery for their customers, no added friction.



Forter has also helped us reduce loyalty fraud by more than 60 percent, while also building stranger relationships with our customers.



Doug Ferreira

Director, Financial Operations



About Forter

Forter is the leader in e-commerce fraud prevention, processing over \$200 billion in online commerce transactions and protecting over 800 million consumers globally from credit card fraud, account takeover, identity theft, and more. The company's identity-based fraud prevention solution detects fraudulent activity in real time throughout all online consumer experiences.

Find out what Forter can do for your business

www.forter.com