

CASE STUDY

# Fiverr facilitates frictionless experiences, cuts declines with real-time fraud prevention

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We're very pleased with the decline rates, and overall, the impact of Forter on our business has been much greater than we expected."

**- Kate Kagan, Senior Fraud Analyst**

## THE CHALLENGE

Fiverr is the world's largest marketplace for creative and professional services, providing one-click services – from hundreds of categories across more than 190 countries – as a product. The way consumers use Fiverr made the company's manual process of

identifying fraud much more difficult, and put the company in a challenging position, resulting in a flood of chargebacks. Fiverr knew they needed to be able to prevent loss from fraud, but also wanted to avoid rejecting genuine customers and sellers.



## THE SOLUTION

After evaluating their options, it became clear that Fiverr needed an automated, real-time approach to their fraud prevention – all while maintaining a frictionless experience for both sides of the transaction. With Forter, Fiverr's fraud prevention is tuned to fit the marketplace's unique and fragmented model.

Now, every single transaction between a Fiverr buyer and seller receives instant, automated analysis – meaning sellers no longer receive frustrating cancellations for work they had already started, and buyers receive their deliverables faster.

## THE RESULTS

### Approvals



Approvals immediately increased by **3-5%**



Falsedeclines reduced by **50%**

### Operations



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



Improved accuracy by assessing buyer and seller behavior and gathering deeper insights

### Chargebacks



**0%** fraud chargeback loss



Less chargebacks mean more revenue for Fiverr and a better experience for buyers and sellers alike



“On a personal level, it’s been a great experience. The Forter team is very professional, and they are always there when we need them.

– **Kate Kagan, Senior Fraud Analyst**



# About Forter

**Digital commerce is built on trust.** Without trust, businesses are leaving millions of dollars on the table. At Forter, we know that building trust (and your bottom line) means more than just blocking fraud. It means protecting the entire customer journey — from account creation to checkout and returns. Forter makes the most accurate, real-time decisions about every digital interaction, powered by the largest network of online retailers. Our Trust Platform makes decisions on more than \$300B in transactions annually for some of the world’s digital commerce leaders, such as Priceline, Nordstrom, eBay, HelloFresh, and more.

Find out what Forter can do for your business.

[Schedule a Demo](#)