

# Paylogic tackles online fraud and boosts its revenues thanks to Ingenico Fraud Expert



“ Being able to rely on advanced fraud prevention solutions and experts from Ingenico Payment Services allows us reduce our own involvement on fraud related matters and to focus on our growth optimization strategy. ”

Jan Willem van der Meer / CEO at Paylogic

## Challenge

Paylogic, an international player in the ticketing industry based in The Netherlands, provides ticketing solutions for events such as Tomorrowland, Mysteryland, Sensation, KNSB ice-skating competitions, André Rieu and the Amsterdam Dance Event. The company turns over more than 160 million Euros in ticket revenues per year. In the last 3 years, Paylogic has sold over 21 million tickets to consumers in over 150 countries and is quickly establishing a name for itself in the world of music festivals.

The company has grown significantly over recent years and its success has attracted increasing attention from fraudsters. Online fraud in the ticketing sector is attractive to fraudsters because the tickets can have a high average value and can be easily resold. Paylogic wanted to ensure that increased fraud attempts did not adversely affect the growth of their business.

Customer of the payment gateway since December 2012, Paylogic needed for an online and secured payment platform that offered highest quality services and delivered fully managed fraud prevention solutions.

Paylogic has developed a sound expertise in the identification of suspicious fraud patterns, using the Scoring module and monitoring fraudulent behaviour on a regular basis.

The continued rapid growth of the ticketing company and the increasing sophistication of fraudsters' techniques meant Paylogic had to ramp up their fraud prevention. Whilst it was important to keep fraud at the lowest levels, the company also wanted to ensure that it was no blocking genuine customers.

“We want to identify and block more fraudulent transactions of persistent fraudsters whilst allowing our customers to buy online tickets safely and securely”, has declared Jan Willem van der Meer- CEO of Paylogic.

## Solution

### Ingenico Fraud Expert – leading edge fraud prevention solution for e-businesses

To cope with the rapid growth in business, coupled with increased sophistication on the part of the fraudsters and a need to avoid further investment on internal resources, Paylogic decided to add Ingenico Fraud Expert in the first quarter of 2013.

Since the start of the partnership, the ticketing company has benefited from the use of advanced merchant screening tools. Ingenico Fraud Expert is a smart and flexible, constantly adaptable response to the online fraud problems that are unique to each online business. In addition to the existing Scoring module, merchant-specific analysis tools, the fraud prevention solution features the latest protection technology, including:

- ▶ device fingerprinting
- ▶ cross-merchant intelligence
- ▶ neural networks
- ▶ a set of over 20,000 control rules, pre-configured and maintained by Ingenico's team of expert fraud consultants, to identify sophisticated fraud.

### Outsourcing of manual reviews to Ingenico fraud experts

Paylogic outsourced its manual review of suspicious transactions to Ingenico fraud experts, all year round and 24/7. The team of experts can review orders and share their recommendations on an order within one hour on average. This is particularly useful during peak times!

### Premium monitoring & reporting support

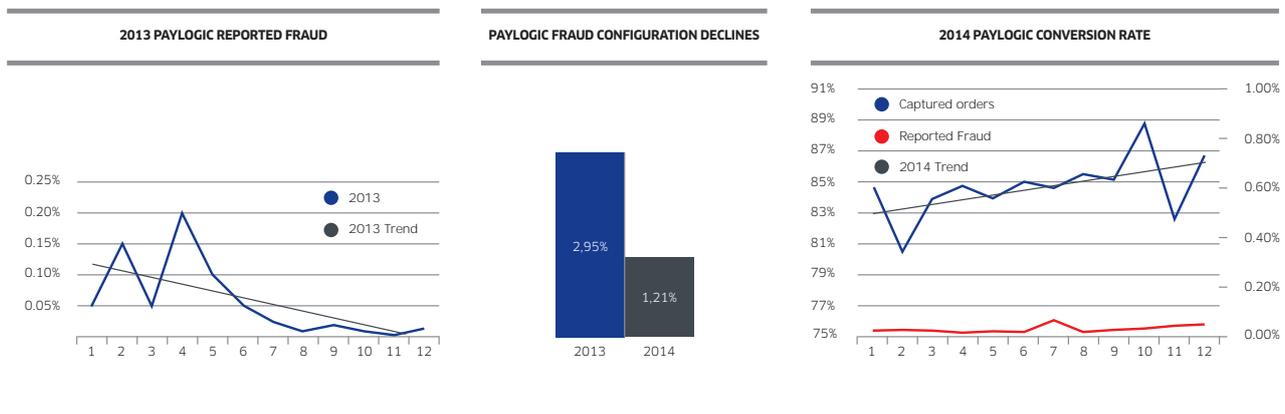
Paylogic has also benefited from premium monitoring and reporting support from Ingenico Payment Services. Designated risk and fraud consultants monitor orders, trends and performance on a daily basis and report improvements to the ticketing company.

"Thanks to Ingenico Payment Services, Paylogic can focus on its business and growth plan" explains Jan Willem van der Meer- CEO of Paylogic.

## Key benefits

The full advanced fraud prevention solution was rolled out progressively. Firstly, Ingenico Fraud Expert was implemented to identify and stop online fraud faster.

- ▶ Fraudulent transactions have decreased from 0,1% to 0,01%
- ▶ The number of blocked transactions has reduced by 59%
- ▶ The conversation rate has increased from 82,4% to 85,7%



Paylogic is the fastest growing ticketing company in Europe with 2600% growth in the first 5 years. Over 21 million tickets have been sold by events in over 20 countries to visitors from over 150 countries.

Paylogic offers event organizers high end technological solutions with which they gain full control over ticket sales and access management. The company is specialized in handling peak sales and event specific seating solutions, ranging from 'pick your own seat' to 'best seat available'. The platform of Paylogic exists of online ticket shops that can be integrated in the event's website but also enables ticket sales through social media channels like Facebook and Apple Passbook.