

Fraud Prevention: The Key to Adore Beauty's Long Term Growth



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Over the last four years we've grown by more than 400%. The key to this success has been scaling the business safely while still delivering a great customer experience. Forter's ability to support automated, real-time decisioning simply means we don't have to worry about fraud any more.”



Kate Morris

FOUNDER AND
EXECUTIVE DIRECTOR

■ The Challenge

Adore Beauty is an Australian-owned and operated online beauty store processing more than 2 million customer orders per month with an inventory of more than 13,000 products. The company originally relied on rules-based fraud management tools provided by their payment gateway vendor. However, this approach required manually reviewing any transactions flagged as suspicious, which slowed the process, impacted the customer experience, and tied up valuable resources. The system's limitations also made it difficult to expand the business to offer new, high-end products like designer fragrances, because those are a popular target for fraudsters.

■ The Solution

In order to scale, Adore Beauty needed a solution that would allow the online store to approve more transactions and handle potential spikes in demand without increasing the risk of fraud and service chargebacks. The company also wanted to alleviate some of the pressure on the customer service team without having to build a dedicated fraud management function. Adore Beauty realized that an automated, real-time approach to fraud prevention would enable them to improve customer experience, sell high-volume beauty items, and expand into new product categories.

The Results



APPROVALS

- Approval rates are consistently above 99%
- Ability to quickly identify the genuine customers for a seamless experience



CHARGEBACKS

- Chargebacks have declined to less than 20 basis points
- Confidence to add high-end items like fragrances without fear of chargebacks



OPERATIONS

- Expansion of the business into New Zealand in 2019
- Ability to scale to support new customers and demand during COVID-19



Rather than spending time and resources on fraud management, we want to focus on our core business — delivering products quickly and helping customers with their beauty questions. With Forter's solution in place, I have full confidence that fraud is one less thing for us to worry about."



About Forter

Forter is the leader in e-commerce fraud prevention, processing over \$200 billion in online commerce transactions and protecting over 750 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

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