

CASE STUDY

Manolo Blahnik steps into a new era of online shopping with their approach to fraud prevention



Working with Forter has changed our approach to fraud management, drastically improving our approval rate, and helping build greater trust in our fraud capabilities.

We can now provide a more positive, seamless experience for our clients as well as strengthening our e-commerce; priorities which are paramount for Manolo Blahnik.

– Kristina Blahnik, CEO

THE CHALLENGE

Headquartered in London, Manolo Blahnik is a privately owned, family-run business that creates and develops luxury shoes and accessories, with more than 300 retail outlets globally. Creating a great e-commerce experience was important to their expansion plans, but tricky given the nature of the clientele. For example, their customers often

have multiple addresses or require shipping to different locations like hotels — factors that would typically flag transactions as “high risk” and cause them to be declined. Relying on rules and manual reviews to evaluate fraud meant many transactions were initially declined, leading to unhappy customers, lost opportunities, and potential reputational hit.



THE SOLUTION

To make online shopping a viable part of their business strategy, **Manolo Blahnik** needed to ensure a high quality customer experience — basically, access to the products they want, when they want them, without any holdups at checkout. After

evaluating a number of options, the company determined that it required an automated approach to fraud management that could be trusted to deliver real-time, accurate decisions that reduced friction for legitimate customers while stopping fraudsters.

THE RESULTS

Approvals



Approval rates for online transactions have increased by more than **10%** to **99%**



Reduced friction has meant happier customers and more revenue

Expansion



Manolo Blahnik's e-commerce team has also been able to focus less on fraud and more on how to support the business and expand into new online markets



At Manolo Blahnik our ethos is to optimise not maximise which has enabled us to focus on steady, organic growth. Partnering with like-minded companies such as Forter; qualified, reputable and leaders in their respective field has been central to this success. It has been a pleasure to work with them - they've had a clear impact on our 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.

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