



Accertify
AN AMERICAN EXPRESS COMPANY



Cabela's

Cabela's Reduced Fraud & Increased Chargeback Win Rate

Customer Overview

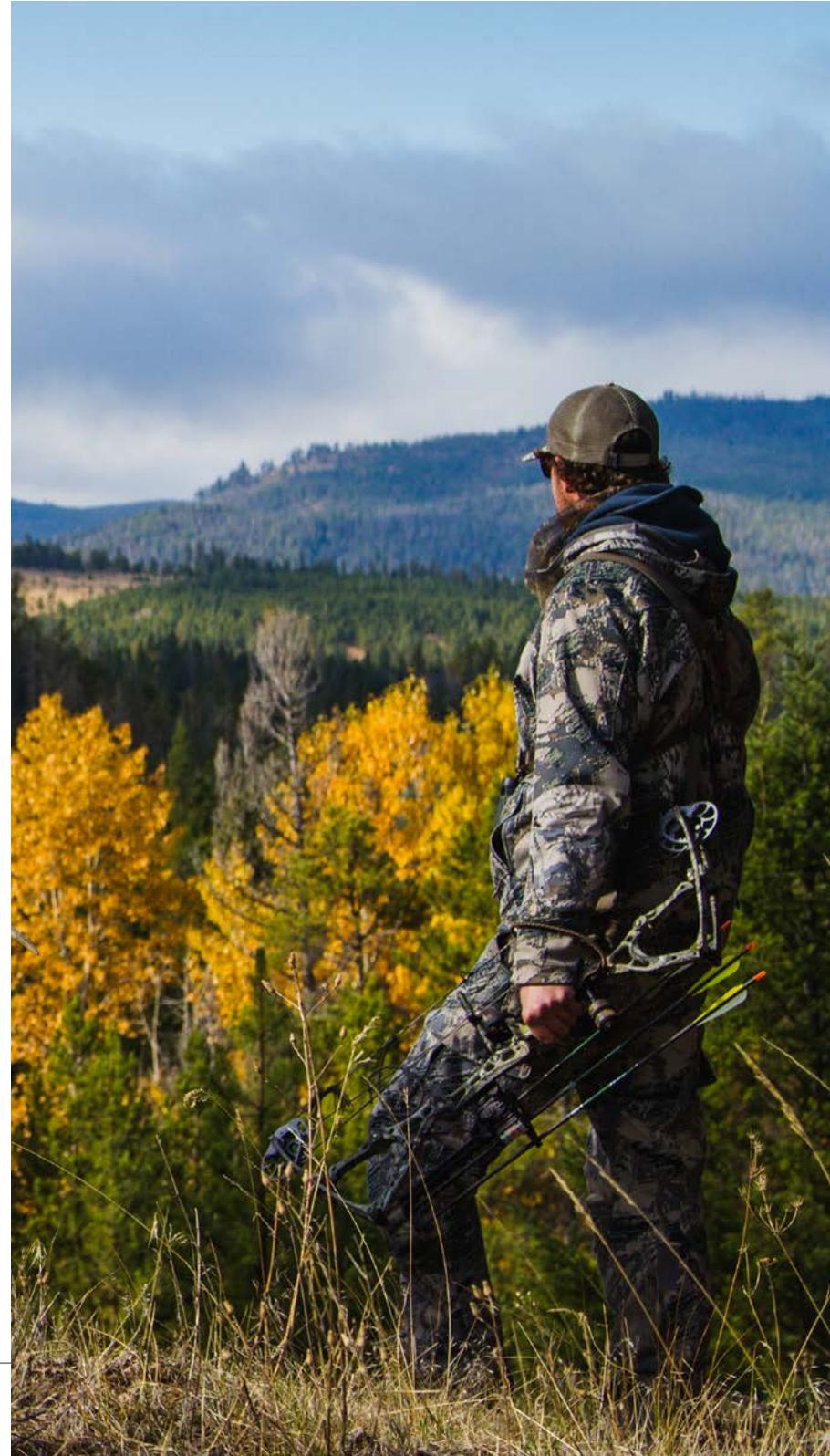
Cabela's Inc. is a subsidiary of Bass Pro Shops (BPS Direct, LLC), an American direct marketer and specialty retailer of outdoor recreation merchandise that's based in Sidney, Nebraska.

Cabela's provides quality fishing, camping and outdoor gear such as clothing and shoes for water sports, camping and boating. It has almost 100 retail locations in the U.S. and Canada and distributes over 120 million mail-order catalogs annually in the U.S. and over 120 countries.

BPS Direct, LLC is an American privately held retailer of camping, fishing and other related outdoor recreation merchandise. BPS Direct, LLC supports and sells merchandise for the National Audubon Society, a non-profit environmental organization dedicated to conservation.



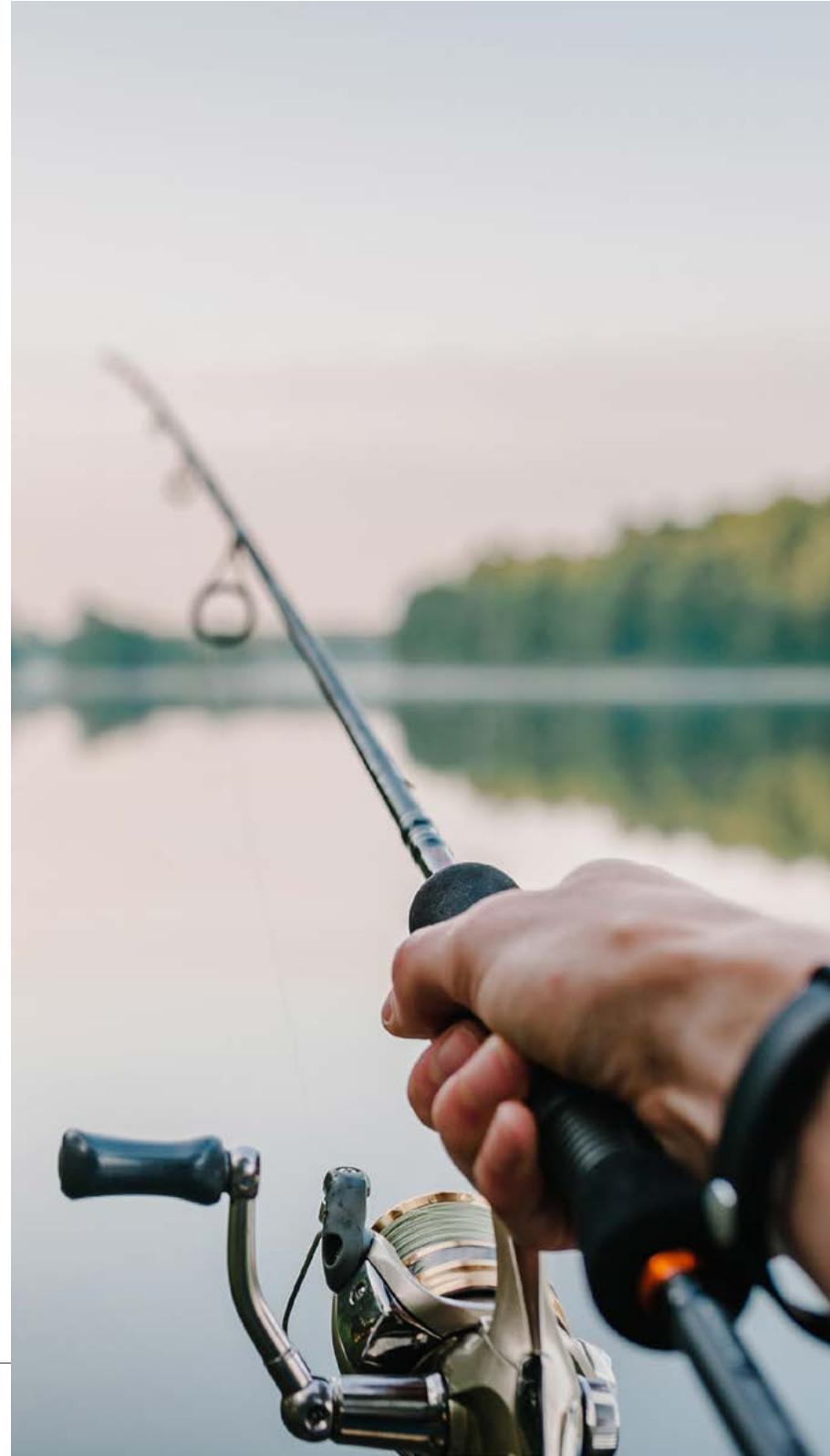
Cabela's



Challenge

Cabela's was using an outdated and ineffective fraud solution that could not scale and evolve with today's eCommerce fraud patterns. In addition, its chargeback processing systems were manual and inefficient.

Cabela's recognized that online fraud was a critical problem—particularly with the liability shift that occurred with EMV compliance requirements. Cabela's was also preparing to merge with BPS Direct, LLC and needed a reputable, proven fraud solution that could support the anticipated increase in transaction volume.



Solution

After the merger was complete, Cabela's and BPS Direct, LLC implemented Interceptas®, Fraud Management, Profile Builder, and Chargeback Management. This provided both companies with a full suite of fraud prevention tools including a comprehensive rules engine, powerful machine learning capabilities and the ability to affect a real-time, dynamic response to fraud threats without compromising Cabela's great customer service.

"These were all significant upgrades for us because our legacy solution offered no machine learning or community data analysis, and no flexibility on rule changes,"

says Keith Thompson, Senior Manager of Fraud and Investigations for Cabela's



Results

Cabela's and BPS Direct, LLC have both reduced fraud losses, increased chargeback wins and improved internal operational efficiency since implementing Accertify.

Fraud Losses & Chargebacks



88% reduction

Cabela's saw in fraud chargebacks.



73% reduction

BPS Direct, LLC saw in fraud chargebacks.



50%+ Increase

Cabela's increased chargeback win rate.



58% reduction

Cabela's saw in fraud cancels (top-line sales give back).



76% reduction

BPS Direct, LLC saw in fraud cancels.

Operational Efficiency



90 Second

manual review times reduced by over 5 minutes.



Fraud Management

processes streamlined.



Easier Identification

of various types of fraud such as:

- Hot/Warm Fraud
- Freight Forwarder
- Reseller Compliance
- Account Takeover
- Balance Due Customers



82% reduction

of manual reviews.



100% Increase

of internal SLA delivery rate.

Results

Sophisticated and targeted account takeover attacks (ATO) are on the rise. In fact, Cabela's has recently seen ATO's on established credit card accounts that belong to their most loyal customers. And in most cases, these customers have accumulated substantial rewards.

Cybercriminals were changing information on customers' profiles, such as a phone number by one digit or email by one character. With Accertify, the fraud management team was able to detect these changes, conduct a manual review and prevent losses of over \$20k per day. They also notified the customer, issued a new credit card, and probably avoided losing a good customer.

"Our investigators now have the tools they need at their fingertips," explains Thompson.

"All the data is fed right into the Accertify solution and they no longer need to manage multiple screens. So, we can quickly see fraudulent behavior and respond."

The engagement has had a big impact on Cabela's ability to manage fraud effectively. As a case in point, Cabela's recently experienced a bot attack where it received 600 orders totaling around \$185K. The fraud management team was able to stop it in a matter of minutes by using Accertify's solution.

When asked if he could offer advice for other companies considering fraud prevention solutions, Thompson said it's important to assess and understand the problems you want to solve before sourcing vendors. Many times a retailer meets a vendor at a conference or receives a sales call and thinks *"this is the one."* However, it's important to do your research, talk to industry peers and get verified references to be sure you're making the best decision for your organization.



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