



With Accertify, Broadway.com saw a 68% decrease in chargeback losses, a 212% increase in detected fraud and a 189% increase in prevented fraud.*

* Based on 2022 client data



Case Study

Broadway.com

Customer Overview

Broadway.com is the primary destination for all Broadway shows, ticketing all of Broadway and the majority of off-Broadway venues.

The website also provides the most complete editorial coverage of theater on the internet, including news articles, interviews with the stars, Emmy Award-winning videos, and guides and reviews.

Broadway.com is a subsidiary of The John Gore Organization, which is the premiere developer, producer, and distributor of live theater in North America. Its sister companies include Broadway Across America, The Broadway Channel, BroadwayBox.com, and Group Sales Box Office.

The Situation

During the COVID-19 pandemic, all 41 Broadway theaters in New York shut their doors and the entire ticketing industry went quiet.

Once in-person events were up and running again, Drew Kupchin, the VP of Ticketing, stepped in to handle the day-to-day Fraud operations. The team saw a massive spike in fraud. Broadway.com reached out to Accertify in June of 2022, and the two teams began working daily to identify potential solutions.

“We really appreciated working with Accertify on a regular basis. Whenever questions popped up, our Client Success Manager was willing to jump on a call and work through changes.”

DREW KUPCHIN VP of Ticketing





The Solution

In August of 2022, Broadway.com implemented Accertify's machine learning ticketing model, which automated tasks and significantly increased efficiency. The next step involved fine-tuning the process with the Strategic Risk Services (SRS) team to meet the company's unique needs.

For example, although Accertify had initially employed its "Accept/Reject" model for all transactions, the client did not feel comfortable with the customer friction. Therefore, Accertify added a "Review" stage, in which certain transactions get placed into a queue for Broadway.com to evaluate.

This switch gave the client greater assurance that all orders were being correctly identified.

The Results

The results were so immediate and significant that Broadway.com signed a three-year renewal.

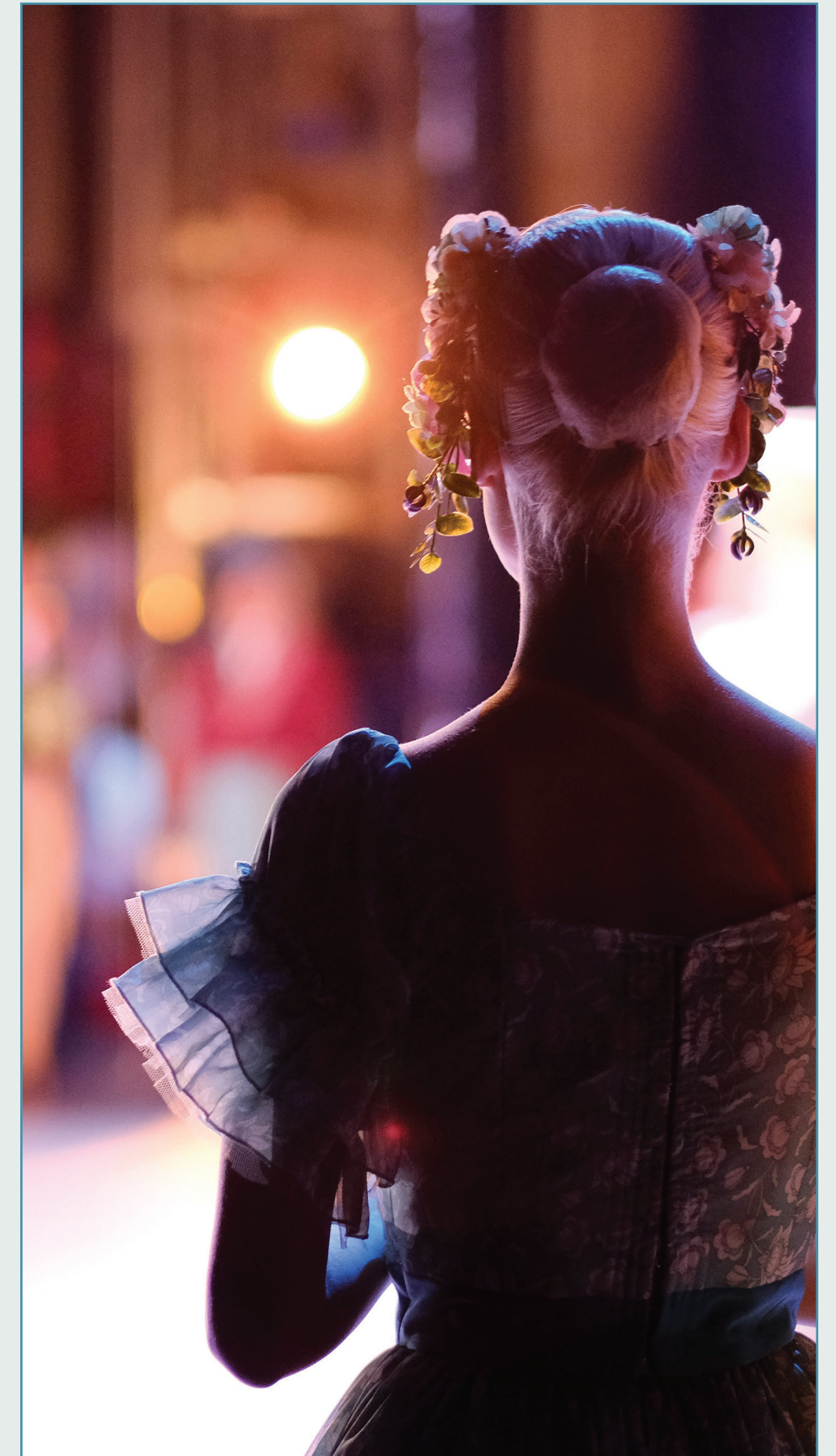
* Based on 2022 client data

68%

In the three month-window after Broadway.com implemented Accertify's machine learning ticketing model, the company saw a 68% decrease in chargeback losses, a 212% increase in detected fraud, and a 189% increase in prevented fraud*—all measured in terms of monetary amounts.

“Based on the huge success we saw in just three months of using Accertify ticketing model, we can't wait to see what positive outcomes come during the coming years.”

NATALIE CLARK Operations Manager





[accertify.com](https://www.accertify.com)

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