



 **Accertify**



Sportsbet decreased fraud losses by over 80% year over year and chargebacks by more than 82%.*

* Based on 2023 client data



Case Study

Sportsbet

Customer Overview

Sportsbet stands at the forefront of the online wagering industry, with more than 2.1 million* Australian customers enjoying its entertainment offerings.

Its comprehensive wagering options includes international racing and sporting events, which are bolstered by novelty markets, engaging bet types, and a stack of promotions designed to ensure its members consistently experience top-notch entertainment.

Sportsbet is part of the Flutter Entertainment group, with over 13,000 forward-thinking people ensuring the company remains a global player. Its Australian team consists of 1,000 team members across three locations: Melbourne, Sydney, and Darwin.

The Situation

The online wagering vertical encounters unique fraud challenges across every stage of the customer lifecycle: from account registration to deposits, bets, withdrawals, and chargebacks. Because these occur simultaneously – 24 hours a day, 365 days a year – it is a constant issue that is of utmost importance as part of Sportsbet's approach to safer gambling.

Additionally, the risk grows exponentially during major sporting events such as the Australian Rules Football, National Rugby League finals series and the Spring Racing Carnival.

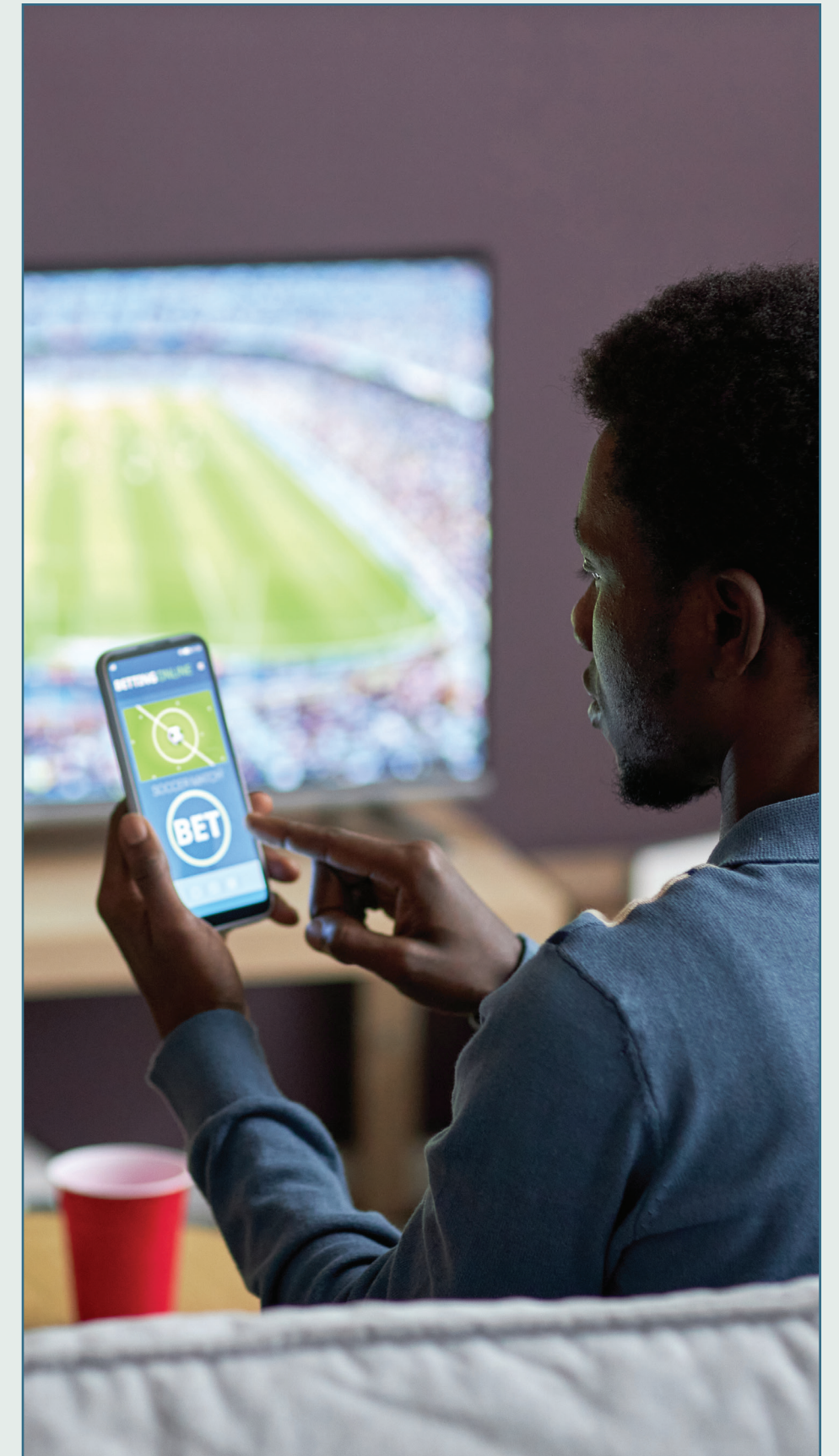
* Based on 2023 client data

Sportsbet needed a digital fraud mitigation framework that not only addressed the financial risks across the customer lifecycle but also addressed the reputational loss that happens with account takeover attacks or withdrawals to fraudulent bank accounts.

The team needed a solution that would create operational efficiencies by automating manual tasks such as the reviewing of new account registrations, legitimate cards being used for account funding, responsible gaming customer behaviours, location verification, device authentication, player profiles and many more.

“Having the right tool in place has resulted in an uplift in fraud operations, overall engagement, and connection in preventing fraudulent activity.”

JOHN OMOND Customer Integrity Manager





The Solution

Sportsbet came to Accertify to provide real-time insights across the player journey to help distinguish good from bad activity without adding unnecessary friction for customers wagering responsibly. Accertify helped Sportsbet's technical and business teams optimise their design architecture at every stage to ensure they could prevent fraudulent activities while still delivering a world-class customer experience.

The integration of Accertify's Device Intelligence capabilities enabled Sportsbet to "fingerprint" transactions on a browser or app, which facilitated risk scoring at various stages of the customer journey.

The solution also allowed Sportsbet to make post-authorisation or Strong Customer Authentication updates to transactions to ensure all data is fully enriched for the next transaction.

Lastly, Accertify's transparent risk assessments empowered Sportsbet to swiftly respond to emerging fraud threats and supplement the operational fraud strategy by offering a breakdown of risk scores by attribute. These detailed insights play a vital role in forming an effective fraud prevention strategy.

"Accertify was always accessible and on-hand throughout the implementation. The team made the effort to understand our unique business model and fraud risks, which shaped the integration and operationalising of the fraud monitoring tool."

JOHN OMOND Customer Integrity Manager





The Results

Accertify has also assembled dedicated international support and project teams to aid Sportsbet during major events like the Melbourne Cup when several hundred transactions per second are occurring.

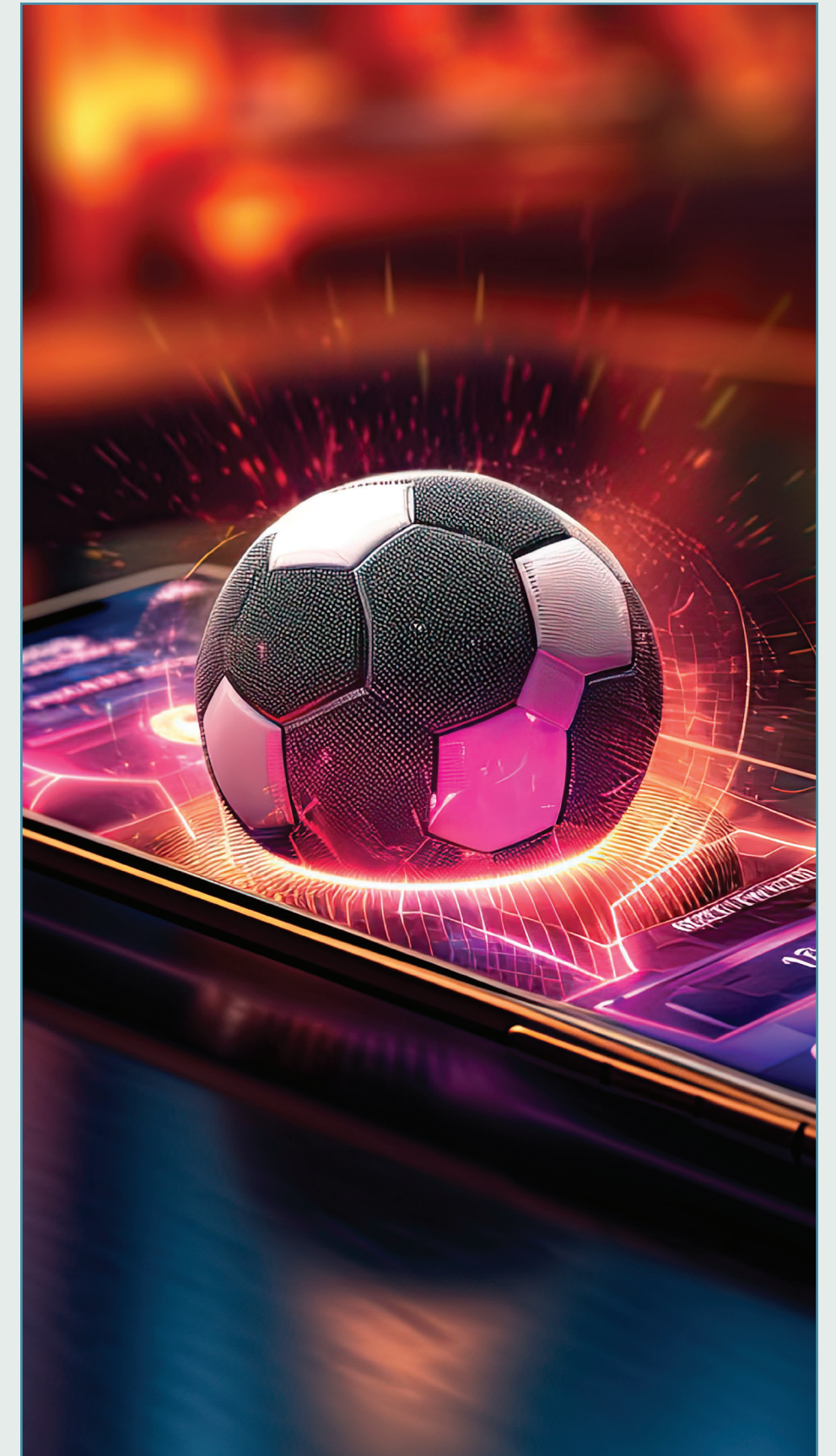
The integration has also brought significant operational efficiencies, enabling Sportsbet to automate and fine-tune its fraud profiles for regular and major events. The team can now concentrate more on proactive prevention than reactive responses, bolstering its overall fraud prevention strategy.

82%

Since implementing Accertify's solutions, Sportsbet's fraud losses have decreased by more than 80%¹ year over year, while chargebacks have decreased by more than 82%².

“We are impressed with the outstanding results gained from working with Accertify, and the support we have received during and since implementation has exceeded expectations.”

JOHN OMOND Customer Integrity Manager



Accertify

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

Accertify, Inc., a wholly owned subsidiary of American Express, is a leading provider of fraud prevention, digital identity, device intelligence, chargeback management, and payment gateway solutions to customers spanning diverse industries worldwide.

Accertify's suite of products and services help companies grow their business by driving down the total cost of fraud, simplifying business processes, and ultimately increasing revenue. For more information, please visit www.accertify.com

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BASKETBALL

MONDAY LEAGUE

X

WEDNESDAY

-

PLAYER STATS

X

FRIDAY LEAGUE

X

TENNIS

GOLF

9

MONDAY LEAGUE

-

WEDNESDAY

-

PLAYER STATS

X

FRIDAY LEAGUE

X

MONDAY LEAGUE

3-2

LIVE

WEDNESDAY

3-2

LIVE

PLAYER STATS

3-2

LIVE

FRIDAY LEAGUE

3-2

LIVE

TEAM A V TEAM B

3-2

LIVE

MONDAY LEAGUE

3-2

LIVE

WEDNESDAY

3-2

LIVE

PLAYER STATS

3-2

FRIDAY LEAGUE

3-2

TEAM A V TEAM B

3-2

LIVE

WEDNESDAY

3-2

LIVE