REVTRAX®

CASE STUDY

How a global manufacturer of personal and household products saved over $8.8M in 9 months with RevTrax Anti-Fraud Protection.

947%
MORE FRAUD PREVENTED FROM THE PREVIOUS YEAR

6.4M+
FRAUDULENT ACTIONS BLOCKED ON EMAIL OFFERS

$8.8M+
IN SAVINGS IN FIRST 9 MONTHS OF 2020

THE COMPANY PROFILE

The Company is a fast-moving consumer goods company with approximately 155,000 employees as of 2019. The company operates in more than 100 countries, selling its products in more than 190 countries around the world.

THE CHALLENGE

The Company distributes its offers through an email newsletter program allowing consumers to access and subscribe to receive product updates and promotions from their favorite brands. Due to the popularity of this program, extreme couponing and promotional fraud have been a major issue over the last few years.

The client approached RevTrax looking for a solution to mitigate fraudulent redemptions. The ultimate goal was to implement a security solution that worked within the technical capabilities of both the client and their agency partner. In addition, the solution needed to protect offers from unwanted fraudulent engagement and ensure that only targeted consumers were able to receive their discounts without issue.

THE SOLUTION

RevTrax recommended that security should be updated to detect which consumers are known and which are not. By utilizing our User Encryption Security (UES), unknown consumers wouldn't have access to offers which were not intended for them.

UES provides protection at the point of engagement by comparing known CRMIDs from a client's existing database to the encrypted CRMIDs trying to access an offer. Furthermore, UES happens automatically without interfering with the consumer journey:

→ Consumers who have dedicated CRMIDs can gain access to email offers instantaneously

→ URL encoding adjusts URL parameters into a secure format and User ID Encryption prevents ID manipulation, cloaking both sets of original data to block unwanted access

→ All encryption and security features comply with consumer privacy laws

> User Encryption Security protects email offers by encrypting a known ID and encoding the offer URL. When enabled, RevTrax will decode and decrypt the unique ID and ensure the value matches the original ID. If the decrypted ID does not match, that consumer will be blocked from accessing the offer.

HOW IT WORKS

When a consumer signs up for a brand's newsletter, they are given a unique CRMID which allows The Company to identify engagement. Based on this ID, The Company segments consumers and sends each segment a different variety of offers to access through a custom-built offer portal. Every CRMID is encrypted prior to campaign delivery via email and is decrypted by RevTrax when a consumer opens that offer. By encrypting each ID, the value that The Company uses to identify specific offer engagement is hidden from anyone opening the email or accessing the offer. To successfully encrypt and decrypt each ID, an encryption key is agreed upon by both RevTrax and The Company. Since these two parties are the only ones who have access to the key, any attempt to exploit or change the ID and/or URL will deny access to the offer.

> With the ability to track redemptions to an individual CRMID, photocopy fraud can be easily recognized. Our system will identify the CRMID tied to the fraudulent redemptions and prevent access to any future offers.

THE RESULTS

947%
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FROM THE PREVIOUS YEAR

6.4M+
FRAUDULENT ACTIONS
BLOCKED ON EMAIL OFFERS

$8.8M+
IN SAVINGS IN FIRST
9 MONTHS OF 2020

The Company's security suite included UES along with RevTrax's standard security features. These standard features, ranging from activation limits to URL manipulation detection, add further layers of protection by limiting the total number of activations per consumer and blocking access if an ID is not recognized. By utilizing various standard security offerings and the specific encryption process UES provides for email offers, The Company was able to bolster their defense against fraudulent activity in a year where many events were unpredictable.

RevTrax's security solutions blocked **over 6.4 million fraudulent actions** on various branded email offers, resulting in **$8.8 million-plus in savings over the first 9 months of 2020**. Compared to 2019, we prevented **947% more fraud**.