

AI DRIVEN DECLINE SALVAGE WITH LIMELIGHT + FLEXPAY

How A Nutraceutical Direct Marketer Doubled Their Decline Salvage in 90 Days

Overview

This client offers straight-sale continuity health supplements at a \$70 price point on monthly autoship to hundreds of thousands of customers. They were recovering an average of 15.2% declines, including both fresh declines (from the last 30 days) and aged declines (more than 30 days old) when they approached LimeLight for help.

The Challenge

Every failed recovery not only generates expenses in the form of transaction fees, but insidiously results in an overall lower approval ratio! A higher decline rate for a merchant causes card-issuing banks to trust subsequent transactions less which in turn causes them to penalize and decline even more transactions!

The Solution

LimeLight is partnered with FlexPay, the industry leading decline management solution. FlexPay uses AI-Driven machine learning to figure out the best time, transit, and testing process to handle your transactions. It has the capacity to deal with hundreds of millions of transactions in a given month and is built with a statistical algorithm that is able to collect and analyze new information gained at every transaction. **FlexPay balances the risk of every transaction against its likelihood of being approved, so more of your transactions are approved while mitigating risks.**

The Results

Improvement in recoveries showed up immediately! Historically, it takes weeks for FlexPay's deep machine-learning technology to truly understand performance of a new salvage process. Requesting early access to this client's historical data allowed them to train their model prior to the first transaction, so their immediate success rate was better than expected, **improving the client's BETA of 15.2% to 22.6% within the first 30 days.**

22.6% decline salvage in 30 days

26.2% decline salvage in 60 days

30.3% decline salvage in 90 days

Improved decline salvage by 99.3% (from 15.2% BETA baseline) within 90 days

Added hundreds of thousands of \$ in EBITDA

Increased NET revenue by 10%

Dramatically improved cashflow

Added \$10-\$15 million to market valuation

Learn More: Contact us today at sales@limelightcrm.com to see how much extra revenue you could be making!