PROTECT YOUR BUSINESS FROM FRAUD WITH LIMELIGHT + KOUNT

> "LimeLight's Anti-Fraud solution [a managed service with Kount], has helped us save tens of thousands, if not hundreds of thousands of dollars."
>
> – Nate Lind, ADSUM Founder

The Challenge

An eCommerce nutraceutical company was struggling with financial losses from fraud. They were searching for a solution to protect their business from fraud, while keeping conversion rates high, minimizing false positives, and cost effectively reducing chargebacks.

The Solution

LimeLight's exclusive Anti-Fraud Services combine the talents of our fraud specialists with the industry-leading power of Kount. Through LimeLight's managed service, our team will create an industry tested anti-fraud rule set designed specifically to meet the needs of your business. In addition to this, we offer a full analytics report, perform on-going monitoring, and our team is always available for adhoc or periodic check-in calls.
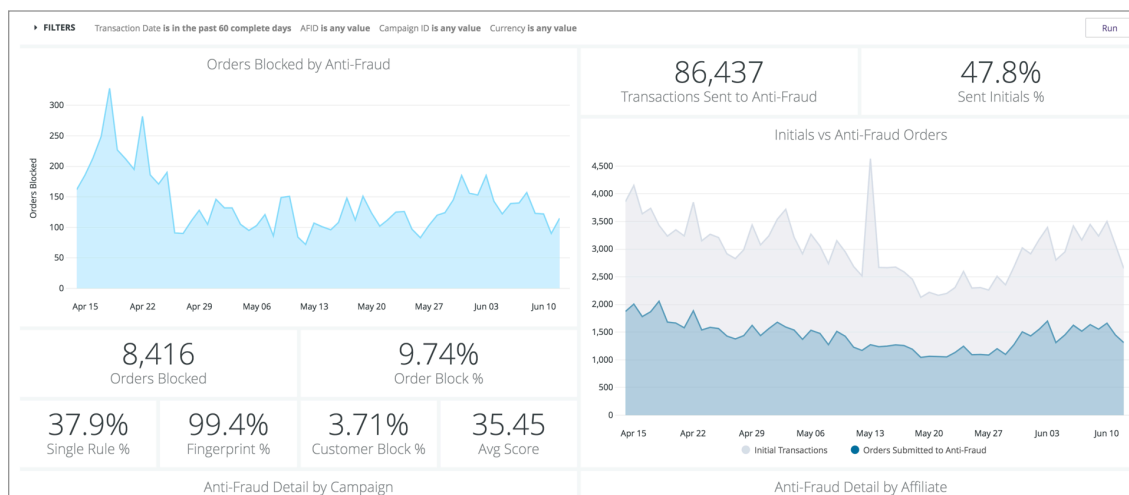
The Results

Low Impact to Conversion	High Accuracy on Declines	New Insights Into Your Traffic
Typically around 3.5%	Average 89% accuracy	Actionable Analytics

By screening out merely 3.71% of their new initial customers with Kount, this client reduced chargeback averages by 22%!

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

www.getlimelight.com | sales@limelightcrm.com