Eliminating Card Testing with AI Fraud Protection

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Industry: Software and Technology

Case Study: MarketWise

"As our company scaled, we needed a proactive approach to protect both our customers and our business from payment fraud, including preventing chargebacks and reducing involuntary churn due to payment issues."

- Ryan Herzek, Director of Revenue Operations at MarketWise

Leading multi-brand platform of subscription businesses has stopped nearly 100% of typical card-testing activities after 5 months of using Zuora Fraud Protection, powered by Microsoft Dynamics 365 and configured by FiveBy Solutions.

Click here for the full case study on our partner's website: [Case Study - MarketWise - Zuora]

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The Customer	The Challenge
MarketWise is a leading multi-brand platform of subscription businesses that provides premium financial research and tools.	As MarketWise's portfolio of companies continued to expand, it recognized the need for a new and robust fraud protection partner to safeguard against payment fraud and minimize costly chargeback rates.
The Solution	**The Benefits**
MarketWise uses Zuora Fraud Protection powered by Microsoft Dynamics 365 and configured by FiveBy Solutions.	After 5 months of using Zuora Fraud Protection, MarketWise has stopped nearly 100% of typical card-testing activities.

Interested in Zuora Fraud Protection or Dynamics Fraud Protection solutions?

Contact FiveBy Today