PAAY

EMV 3DS

Canadian Based eCommerce Company Increases Authorization Rates by 11%

THE STORY A Canadian based ecommerce company wanted to know if they could increase their credit card authorization rates. Each month they had nearly 100,000 customers attempting to purchase products on their website. The problem was, *less than half were being authorized.*

4x

There are 4x the number of declines in a *card not present* environment compared to a *card-present* environment.[1]

16%

of ecommerce **sales are lost** because the issuer does not have enough information to authorize the transaction. [2]

Authorization rates drop from 98% for in-person transactions to 84% for online purchases because the issuer does not have enough information to determine if the transaction is legitimate. In a bold attempt to combat online fraud, legitimate cardholders are being declined – Leaving merchants rudderless, and in the dark.

1 https://www.fisglobal.com/en/insights/merchant-solutions-worldpay/article/3-ways-to-drive-higher-approval-rates-in-online-payments
2 https://globalrisk.mastercard.com/wp-content/uploads/2019/06/Data-Only-Infographic.pdf

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THE SOLUTION PAAY is certified by Visa, American Express, Discover, and MasterCard to provide business owners with a simple, secure, and seamless way to authenticate cardholders so that issuers can confidently approve transactions.
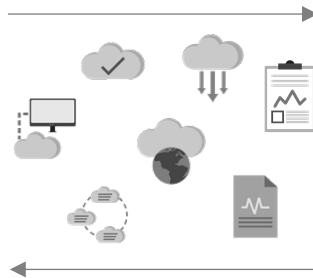
By enabling the exchange of greater contextual data between the business owners bank and the cardholders' customers are authenticated, and the transaction is deemed less risky.

RESULTS The Canadian eCommerce company split their monthly transactions into two groups. Group A, the control group, did nothing to change their checkout process. Group B, was provided with **PAAY's EMV 3DS consumer authentication service.**

Authorization Rate

With PAAY's EMV 3DS vs. Without

Authorization Rate

47%

58%

Group A – *Control*
Without EMV 3DS
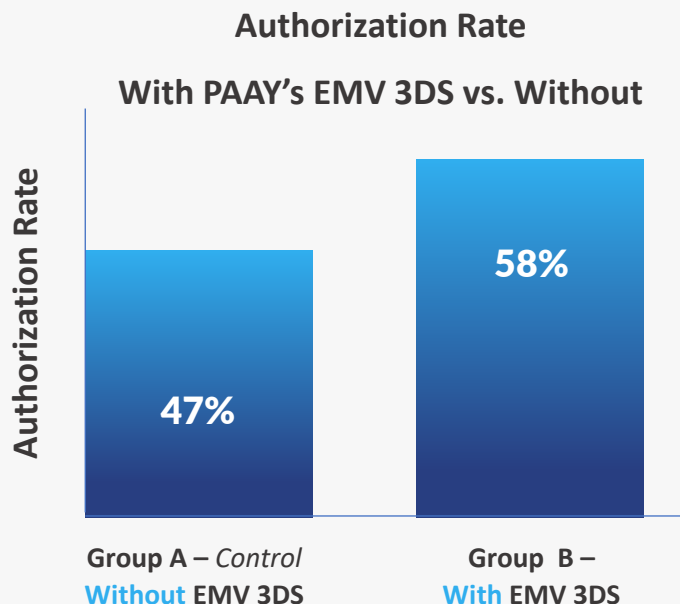
Group B –
With EMV 3DS

First, Group A, the control group, which consisted of 49,803 transactions, were sent for authorization without any changes to the checkout process. Then Group B, which consisted of 47,944 transactions, received an extra layer of security & were authenticated by EMV 3DS prior to being sent through for authorization.

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DATA BRAKDOWN Below is a breakdown of the transaction data from the control group compared to the group utilizing PAAY's EMV 3DS solution.

GROUP A - Control Group			
VISA Transactions			
ALL	APPROVED	DECLINED	APPROVED %
32,296	14,481	17,815	44.84%
MasterCard Transactions			
ALL	APPROVED	DECLINED	APPROVED %
17,507	8,866	8,641	50.64%
VISA & MasterCard Transactions Total Sum			
ALL	APPROVED	DECLINED	AVG APPROVED %
49,803	23,347	26,456	**47.74%**

GROUP B - With PAAY's EMV 3DS			
VISA Transactions			
ALL	APPROVED	DECLINED	APPROVED %
26,819	15,555	11,264	58.00%
MasterCard Transactions			
ALL	APPROVED	DECLINED	APPROVED %
21,125	12,104	9,021	57.30%
Visa & MasterCard Transactions Total Sum			
ALL	APPROVED	DECLINED	APPROVED %
47,944	27,659	20,285	**57.69%**

PAAY

EMV 3DS

PAAY'S EMV® 3DS is Simple, Secure, and Seamless to Implement.

THE INTEGRATION

Our JavaScript SDK makes the integration seamless. There is no interruption to the customer experience at checkout – everything happens in the background, in milliseconds.

ADDITIONAL BENEFITS

- ✓ Chargeback liability shift
- ✓ Compliments other fraud tools
- ✓ Provides PSD2/SCA Compliance
- ✓ Frictionless
- ✓ Secure - PCI compliant

Schedule a consultation to learn more about PAAY's

EMV 3DS Consumer Authentication Service

Book Consultation

PAAY is a provider of EMV 3DS and certified by Visa, American Express, Discover, and MasterCard

VISA SECURE

mastercard. ID Check.

AMERICAN EXPRESS SafeKey®

ProtectBuy™