Accertify
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◎ Target

Target Australia and Accertify's collaboration has resulted in a frictionless customer journey for 99% [1] of Target Australia

[1] Based on the average acceptance rate for July 2022 – December 2022 using Target Australia's transactions data within Accertify's technology.

Customer Overview

Target Australia is proud to be a part of over three hundred communities across Australia with stores conveniently located in both metropolitan and regional areas.

Target Australia offers its customers a diverse range of products including fashionable women's, men's and children's clothing, underwear, footwear, cosmetics and accessories; the latest designs in homewares, including manchester, bed linen, electrical appliances and décor; and a full range of toys, games and entertainment.

The department store was founded in 1926 and has since grown to become one of the largest retailers in the country, with over 120 stores and approximately 13,000 employees.

Target Australia also operates an online store and is known for offering affordable products that are designed to meet the needs of everyday Australians with a strong commitment to sustainability and ethical practices.
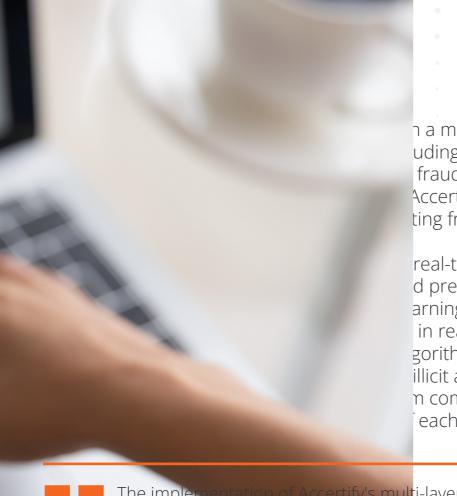
The Situation

Target Australia first partnered with Accertify in 2012, utilizing Accertify's Fraud Management. Over the past decade, Target Australia saw incredible growth and a dramatic increase in business during COVID and beyond.

Increased sales and emerging regional fraud threats resulted in Target Australia requiring an upgrade to their ordering platform and they wanted a multi-layered fraud prevention strategy to maintain their strong fraud prevention results. It was essential not to disrupt the customer experience or bring additional fraud risks.

n a multi-layered fraud
uding implementing
fraud prevention into a
Accertify's Machine Learning
ting fraud environment.

real-time device
d prevention of fraudulent
arning Retail Industry Model
in real-time, operating
gorithms swiftly detect
illicit activities.
n comprehensive risk
each transaction.

> The implementation of Accertify's multi-layered approach has allowed Target Australia to maintain its strong fraud prevention results while ensuring a frictionless customer experience.

Target Australia Study 2023 **VICTORIA BURGE-THOMAS - National Fraud & Profit Protection Manager**

Implementation

The first step involved the successful integration of Accertify's Device Technology into their existing setup. The transition to pre-authorization commenced in January 2022, coinciding with the implementation of Accertify's Machine Learning Retail Industry model. The model operated in a passive, learning mode initially, carefully scrutinizing Target Australia's transactions and gaining insights into typical patterns and behaviors before going into production in April 2022.

By mid-2022, the pre-authorization migration had successfully concluded, seamlessly integrating with 3DS2. This achievement led to a substantial reduction in the requirement for manual reviews, enabling prompt processing of valid orders and immediate rejection of fraudulent ones.

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Results

[Ta]rget Australia and Accertify's multi-layered fraud prevention strategy [ha]s resulted in a frictionless customer journey for **99%** (1) of Target [Au]stralia customers.

[Th]e solution works in tandem with Accertify's real-time fraud solution that [wa]s first implemented in 2012 and has enabled Target Australia to [red]uce chargebacks by **71%** (2) since its introduction.

> Target Australia considers Accertify to be a key partner in its future, as it continues to provide a frictionless experience for customers while maintaining their outstanding fraud performance.

VICTORIA BURGE-THOMAS, National Fraud & Profit Protection Manager

¹ Based on the average acceptance rate for July 2022 – December 2022 using Target Australia's transactions data within Accertify's technology.

² Based on Target Australia's chargebacks within Accertify's technology. January 2022 – June 2022 chargeback dollar value vs. July 2022- 2022 chargeback dollar value.

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