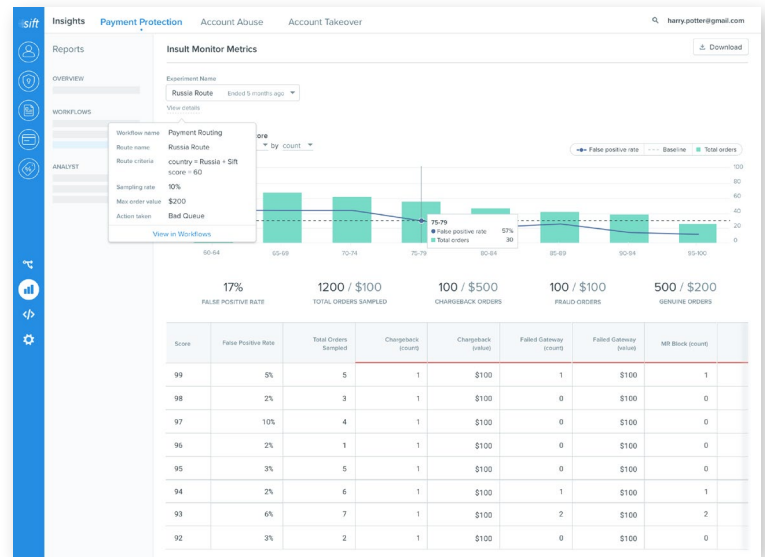


# Increase acceptance rates and gain lifelong customers

A single customer insult could end up costing you the entire lifetime value of that buyer. False positives can do more damage than fraud, but merchants don't have the ability to accurately measure this hidden cost.

Insult Monitor is a first-of-its-kind feature that makes measuring false positives easy and actionable, so businesses can increase order acceptance, delight customers, and experience new growth.



## Rapid experimentation. Measurable benefit.



### A true false-positive rate

Insult Monitor gives businesses an unbiased false-positive rate through controlled experiments, so you can find more opportunities for growth.



### No developers needed

Teams can easily start and stop experiments at any time within our Console. Built-in reporting makes it easy to see false-positive rates and turn those results into action.



### Accept more orders

Ensure a delightful experience for first-time customers, and optimize your Workflows to generate more revenue.

“

We didn't have a serious fraud problem, but we wanted to reduce the friction for our good customers, improve the experience for users – we wanted to trust our clients, and we wanted to be confident in our visitors.



**Gustavo Tonti**  
Fraud Manager

