SharkNinja Powers Up Its Data And Makes It Kount

Learn how Ekata and Kount partner to help SharkNinja automate transaction decisions, streamline processes, and drastically reduce fraud chargebacks with the Identity Check API.

SharkNinja is a successful and fast-growing household appliance company known for its Shark vacuums and Ninja appliances. But as with any internet retailer, fraud was an issue. When chargebacks topped 7% of daily revenue, the SharkNinja team decided more needed to be done to fight back.

Leyder Flores, Director of Operations, explains the challenge and solution:

“We had a third-party fraud-prevention application, but it didn’t allow us to truly understand customers’ identity data. After we brought Kount on board to handle the fraud piece, an additional layer of information was needed to reduce unnecessary order cancellations. We chose Ekata because of the accuracy of the data, price point, and the continuous updates and improvements to its database. With these two tools in place, we’re now below the industry average with respect to chargebacks. And Ekata has evolved so much over the years, keeping us confident that we are changing with the needs of our customer base.”

Leyder Flores, Director of Operations, SharkNinja:

“Not only has Ekata added new features that allow us to make even smarter decisions when it comes to releasing or cancelling orders, it offers seamless integration with our fraud-prevention provider, Kount. That means we don’t have to go to multiple tools. The benefits from the power of this partnership means happier customers and less fraud.”