



Data to Optimize Your Sales Funnel

The new “Cleanse Report” allows you to understand what products, channels and regions are delivering the highest quality (or “clean”) transactions to help you analyze your sales traffic and develop an action plan to optimize your sales funnel. So much effort goes into converting shoppers into buyers - advertising, marketing, website and checkout page localization, payments optimization – but it’s wasted when transactions are declined, refunded, charged back, or stopped for fraud. By combining payments data from the Powered Buy Platform™ and shopper data from Kount’s fraud engine, we are able to give you a much deeper understanding of the consumers they are attracting to their site. Below is a snapshot of the cleanse report.

SAMPLE CLEANSE REPORT

COUNTRY: This report shows the breakdown of transaction attempts by country.

Device Country	Transaction Attempts	Kount Declines	Issuer Declines	Total Declines	Completed Sales	Refund Count	Chargeback Count	Total Bad Transactions	Clean Rate
Australia	2,072	49	25	74	1,998	111	1	186	91.0%
Canada	1,761	95	48	143	1,618	156	6	305	82.7%
France	1,328	75	37	112	1,216	85	1	198	85.1%
Germany	1,045	59	29	88	957	42	0	130	87.6%
Mexico	1,048	455	227	682	366	136	12	818	21.9%
United Kingdom	2,110	133	66	199	1,911	105	10	314	85.1%
United States	9,458	941	471	1,412	8,046	594	23	2,029	78.5%
.... >100 others									
Grand Total	30,691	3,132	1,898	5,089	25,602	1,965	151	7,205	76.5%



Report Insights:

The transaction attempts in Australia are double those in Mexico. This could be happening for any number of reasons. Are your marketing efforts as strong in Mexico as they are in Australia? The most effective course of action could be to take a more targeted marketing approach and reallocate resources from underperforming markets (in this case Mexico) to higher performing markets (Australia) to drive sales through the roof.

LANGUAGE: This report shows the breakdown of transaction attempts by language.

Device Country	Device Language	Transaction Attempts	Kount Declines	Issuer Declines	Declined Transactions	Completed Sales	Refund Count	Chargeback Count	Total Bad Transactions	Clean Rate
United Arab Emirates	Arabic	3	2	1	3	0	0	0	3	0.0%
	English	107	6	3	9	98	6	0	15	86.0%
	French	2	1	1	2	0	0	0	2	0.0%
	Italian	1	0	0	0	1	0	0	0	100.0%
United States	German	4	0	0	0	4	1	0	1	75.0%
	Greek	1	0	0	0	1	0	0	0	100.0%
	English	1,516	79	39	118	1,398	133	6	257	83.0%
	Spanish	1,312	41	21	62	1,250	126	9	197	85.0%
	French	160	14	7	21	139	15	0	36	77.5%
	Chinese	52	2	1	3	49	3	0	6	88.5%
... > 100 others										
Grand Total		30,691	3,132	1,898	5,089	25,602	1,965	151	7,205	76.5%



Report Insights:

In UAE, your typical user profile is that of an English speaker. Be sure to develop and test multiple English language marketing campaigns to reach your target audience. Interestingly, in the US, your largest customer base is Spanish speaking. Make sure you have Spanish language marketing campaigns to reach these U.S. shoppers which could lead to even higher conversions. English speakers are the second highest segment of sales, so make sure to run campaigns in multiple languages. Whenever possible, adapt product features and marketing tactics to reach these segmented audiences.

MOBILE: This report shows the breakdown of transaction attempts on mobile devices by country.

Device Country	Mobile Device	Transaction Attempts	Mobile % of Total	Kount Declines	Issuer Declines	Declined Transactions	Completed Sales	Refund Count	Chargeback Count	Total Bad Transactions	Clean Rate
Australia	TRUE	261	12.6%	5	2	7	254	19	1	27	89.7%
Canada	TRUE	173	9.8%	3	1	4	169	16	1	21	87.9%
France	TRUE	165	12.1%	11	6	17	148	23	5	45	72.7%
United States	TRUE	867	9.2%	50	25	75	792	56	0	131	84.9%
United Kingdom	TRUE	110	5.5%	3	1	4	213	6	0	10	90.9%
.... > 100 others											

Report Insights:

The UK, which had high mobile adoption rates, is generating mobile transaction attempts at half the rate of other markets. It would be a good idea to review your mobile experience to identify why shoppers might be abandoning purchases. In France, we notice a conversion problem driven by high refunds. Consider reviewing the checkout experience here to confirm the clarity of pricing and product descriptions. As always, make sure you are presenting information in local currencies and languages.



PRODUCT: This report shows the breakdown of transaction attempts by subscription plan type.

Subscription Plan	Frequency	Attempted Transactions	Kount Declines	Issuer Declines	Declined Transactions	Completed Sales	Refund Count	Chargeback Count	Total Bad Transactions	Clean Rate
Basic	Monthly	10,370	1,215	607	1,822	8,548	757	5	2,584	75.1%
Basic	Annual	8,726	760	380	1,140	7,586	669	4	1,813	79.2%
Basic	Biennial	8,051	720	692	1,412	6,639	350	170	1,932	76.0%
Basic	Semi-annual	1,368	279	140	419	949	94	2	515	62.4%
Basic	Perpetual	888	45	22	67	821	46	1	114	87.2%
Pro	Annual	513	74	37	111	402	8	0	119	76.8%
Pro	Monthly	337	39	20	59	278	23	3	85	74.8%
Grand Total		30,253	3,132	1,898	5,030	25,223	1,947	185	7,162	76.3%

Report Insights:

You're experiencing high chargeback rates (about .75%). This is driven mainly by the biennial subscription plan. Look for ways to improve shopper communications prior to renewal, so there are no gaps in payments. Another consideration may be to discontinue the biennial pricing model and further incentivize the monthly model.