



CASE STUDY

# PlayCherry Limited

An online gaming company that's fast become a major player



# 66%

**PlayCherry** estimates its chargeback level is at least 66% lower than the industry average.

“We’re very satisfied with TruValidate. It helps us stop multiple registrations, a giveaway sign of bonus abuse. TruValidate subscribers supply the most relevant evidence for our needs.”  
– Magdalena Gniadzick-Johansson

## SCENARIO

PlayCherry, a European online gaming company, has grown rapidly. And that growth has attracted unwelcome interest: A 20–30% increase in attempted fraud. Unable to detect devices working together, PlayCherry was dealing with a community of sophisticated fraudsters who were regularly taking advantage of their player-protection policy.

## STRATEGY

Using TruValidate™, PlayCherry leveraged credit card fraud evidence from other game makers to reveal connections between suspicious devices, creating a multilayered defense. The TruValidate fraud prevention service examines registrations, deposits and withdrawals to prevent fraud, account takeover and deposits from restricted countries.

## RESULTS

PlayCherry saved tens of thousands of euros from bogus claims alone, and is shutting out fraudsters and their partners permanently. Today, PlayCherry's chargeback levels are less than 1% – far below the industry average.

“TruValidate’s extremely detailed device fingerprint helps PlayCherry defend itself against fraudulent claims. As we have to keep our chargeback low to control our fees, that’s really important. TruValidate works well for us.”  
– Magdalena Gniadzik-Johansson

The TruValidate database of 9 million devices and 83 million recorded fraud incidents provides penetrating knowledge and reduces the impact of credit card fraud and bonus abuse. The TruValidate multilayer defense includes:

- Checks that focus on a device’s historical behavior rather than the player’s personal identifying information to uncover fraud that’s otherwise invisible
- Real-time decisions to allow, deny or review each transaction based on criteria including evidence of credit card fraud and geolocation mismatch to blacklisted countries
- Evidence of chargebacks from other subscribers
- Configurable business rules that allow a client complete control, with a simple user interface and easy implementation to additional websites

## Evidence that holds up to the closest scrutiny

“Several times each year, fraudsters will go to the trouble of complaining to the gaming authority,” says Magdalena Gniadzik-Johansson, Head of Payments and Fraud at PlayCherry. “Thanks in large part to the evidence collected from TruValidate, the gaming authority tends to side with us. Just a single case could easily be worth €20k, 30k, 50k. We have to refund their original deposits, but we don’t have to pay out their winnings, which can mount into the tens of thousands of euros.”

Learn more at:

[transunion.com/truvalidate](https://transunion.com/truvalidate)

