



## ENSURING BUSINESS CONTINUITY AMIDST FRAUD ATTACK



We are thrilled to announce a significant success of our partnership with Pídele a Pepe, an online marketplace selling and delivering alcoholic beverages within 1 hour.

### Context and Problem

Pídele a Pepe went live with their online marketplace in 2021. Launching a new business brings many challenges, and the team at Pídele a Pepe really understood that to be successful they would need a superior partner to deal with the inherent fraud challenges of their market and nature of their services. Mexico is known to be a highly challenging market when it comes to online payment fraud and FUGU was chosen as the partner for Fraud management, so that Pídele a Pepe could focus on the success and growth of their platform.

*"We knew that to operate in the Mexican market, we needed the support of a great anti-fraud technology. For us, making the decision to partner with FUGU was gratifying. We were able to focus on growing the operation without worrying about fraud, and with the confidence that we would have the highest possible acceptance rate."*



**Daniela Rivera Diaz**  
Operations and Finance Manager at Pídele a Pepe

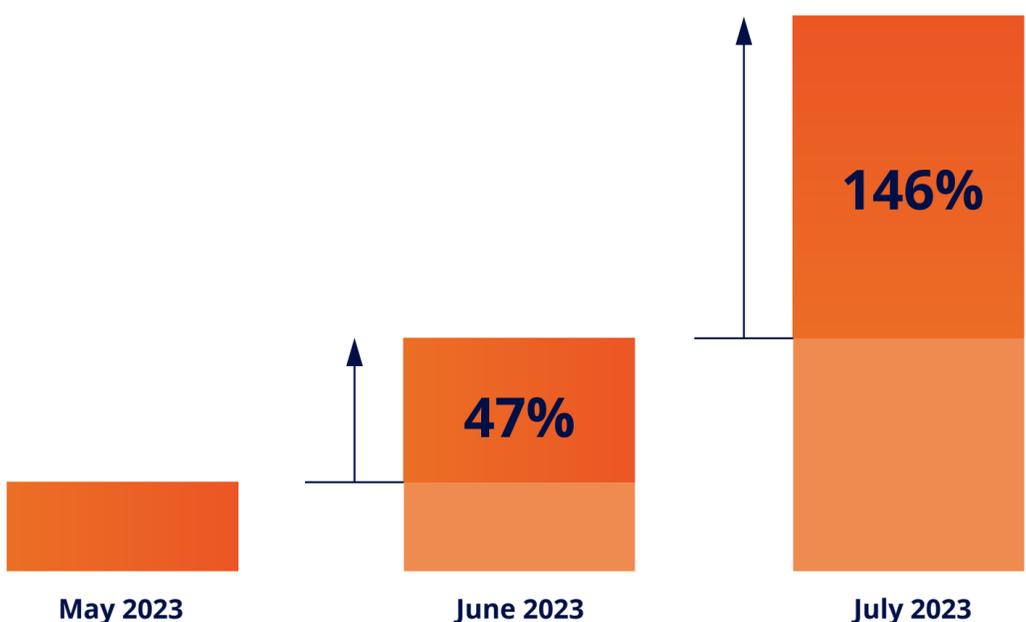
Our team worked closely with Daniela Rivera, Manager – Operations & Finance at Pídele a Pepe to ensure the smooth integration of fraud prevention strategies into their existing systems, minimizing disruption to their day-to-day operations. Shortly after going live Pídele a Pepe experienced a sophisticated fraud attack from organized criminal groups exploiting compromised credit and debit cards from a Latin American payment facilitator.

### Implemented Solution

FUGU, a fraud prevention solution that employs a unique approach, was implemented. Rather than relying solely on the information collected at checkout to decide whether an order should be cancelled or rejected, FUGU conducts ongoing analysis after the purchase. This strategy allowed for informed decisions regarding the risk level of each transaction, improving the customer experience by minimizing unnecessary friction.

### Key Points of Success

## Number of Order Securely Approved and Guaranteed by FUGU



"In May 2023, the launch of Pídele a Pepe marked a significant milestone, and FUGU played a pivotal role in supporting them through this crucial phase by ensuring orders were approved securely. The partnership between the Pídele a Pepe and FUGU teams not only proved its mettle but also deepened when they successfully navigated a large-scale fraud attack in June 2023 with the help of FUGU's 100% Chargeback Guarantee product. Despite the persistent nature of the attack, FUGU's multi-tiered technology facilitated an exceptional month-over-month growth of over 47% in June and 146% in July."

**Swift Detection:** Our vigilant monitoring systems promptly detected suspicious activities, allowing us to intervene before any harm could be done to their business, and ensure success with keeping the platform safe from fraud.

**Proactive Measures:** By implementing real-time risk assessments and leveraging cutting-edge fraud prevention tools, we stayed one step ahead of fraudulent actors, uncovering their attempts to exploit vulnerabilities. Thus ensuring stability of business operations and allowing Pídele a Pepe's team to continue focusing on quick product delivery.

**Customized Solutions:** Understanding the unique challenges posed by operating in Mexico, we tailored our solutions to fit Pídele a Pepe's specific requirements, bolstering their overall security, optimizing transaction approval rate, and reduction of false declines.

**Chargeback Guarantee:** During the fraud attack Pídele a Pepe's team were able to have peace of mind and confidence that chargeback costs would be guaranteed by FUGU. This supported Pídele a Pepe's team to continue to focus on growth.

**Expert Guidance:** Our experienced analysts provided Pídele a Pepe's team with valuable insights, introducing a high level of transparency, and building trust and confidence in FUGU's solution.

### Future Collaboration:

The experience of Pídele a Pepe underscores the importance of having a robust e-commerce fraud prevention solution. Building on this success, we are excited to continue our collaboration with Pídele a Pepe's to further strengthen their defenses and help reach their growth targets in existing markets, as well as launch in new markets. This success case highlights that even in situations of extensive fraud, it is possible to safeguard operations with appropriate tools. Thanks to FUGU, it was feasible to prevent fraud, maintain operations, and improve transaction acceptance.