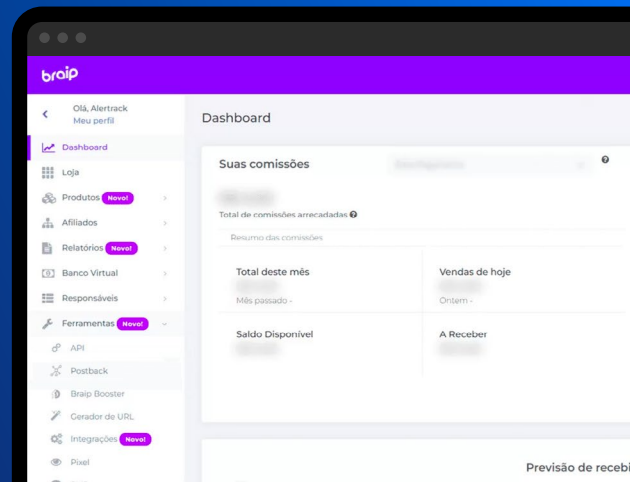


## Case Study

# Braip Cuts Fraudulent Transactions and Boosts Marketplace Trust with SHIELD



“The best fraud prevention is the kind you don’t even notice. With SHIELD, we’ve lifted the burden off our teams so they can focus on high-risk cases instead of manual reviews. and allocate resources to high-risk cases. Now we’re able to recover revenue that would have otherwise been lost to payment fraud, and do it in an operationally efficient way.”

**Matheus Carmo**  
CTO, Braip

## Key Takeaways



**99.9% accuracy** in payment fraud detection and prevention



Reduction in manual reviews, optimizing operational costs



Stronger marketplace trust and long-term growth for creators

## Braip: Empowering Producers with a Secure and Sustainable Marketplace

Braip connects producers with ideal buyers and a network of affiliates, enabling them to scale their business and achieve financial independence.

Its mission is to build a sustainable, secure ecosystem that ensures long-term growth for creators. However, this vision is threatened by fraudsters who exploit the platform with fraudulent transactions, hampering producer growth and trust through fake transactions.

To ensure a secure and fraud-free marketplace, Braip needed an effective solution that could identify and eliminate fraud at the root.

### Customer Profile

Founded in 2018, Braip is a Brazilian all-in-one CRO platform that connects producers, affiliates, and consumers to buy and sell digital products, such as online courses and e-books, as well as physical goods. With a diverse portfolio of thousands of products, Braip stands out by offering a secure, innovative, and efficient platform for those looking to scale in the digital market.

### Industry

Payment solution for commerce and technology

### Region

LATAM

## The Challenge: Payment Fraud as the Primary Threat

Payment fraud is a significant challenge for platforms like Braip, which facilitate the sale of physical and digital products. Fraudsters exploit the platform using:

- Fake accounts
- Stolen credit card details to make unauthorized or fraudulent purchases
- Malicious tools like anti-fingerprinting to mask their activities and bypass detection systems.

Fraudsters use a single device to make hundreds of purchases in a short time, often with the help of bots. These bots speed up the checkout process and take advantage of system vulnerabilities, such as bypassing payment security checks or using stolen payment details. This allows them to complete fraudulent transactions before they can be detected.

If not identified and eliminated, payment fraud can lead to:

- **Financial Losses:** Chargebacks, penalties from payment processors, and lost revenue for both Braip and its creators;
- **Increased Operational Costs:** Expensive and time-consuming manual reviews;
- **Reputational Damage:** Eroded trust leading to lower user retention and reduced marketplace credibility.

Recognizing the critical need to address these challenges, Braip turned to SHIELD's Device Intelligence to safeguard their platform.

## The Solution: Stop Payment Fraud at The Root

With SHIELD's device-first fraud intelligence, Braip gained real-time visibility into fraudulent behaviour, enabling the team to prevent fake transactions before they occurred.

SHIELD's Device ID has over 99.9% accuracy, enabling Braip's team to flag suspicious devices even before a transaction has been made. The technology uniquely identifies every physical device making a transaction, detecting red flags like a single device making an unusually high number of purchases in a short period – clear evidence of fraudulent activity.

The Braip team was also able to fine-tune over 20 customizable risk thresholds to match business priorities, automatically blocking devices with anti-fingerprinting tools and bots.

By detecting fraud immediately, SHIELD's Device Intelligence prevents high-risk transactions from progressing, reducing the number of transactions requiring manual reviews. This also allows Braip's team to focus resources only on high-risk transactions, eliminating the need to manually validate low-risk transactions.

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SHIELD is a device-first fraud intelligence platform that helps digital businesses worldwide eliminate fake accounts and stop all fraudulent activity.

Powered by SHIELD AI, we identify the root of fraud with the global standard for device identification (SHIELD Device ID) and actionable fraud intelligence, empowering businesses to stay ahead of new and unknown fraud threats.

We are trusted by global unicorns like inDrive, Alibaba, Swiggy, Meesho, TrueMoney, and more. With offices in San Francisco, London, Berlin, Jakarta, Bengaluru, Beijing, and Singapore, we are rapidly achieving our mission – eliminating unfairness to enable trust for the world.

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