



Case Study

MANSCAPED® mows down fraud with an all-in-one risk management platform

MANSCAPED™

MANSCAPED is the global men's lifestyle consumer brand and male grooming category creator trusted by over 12 million men worldwide. The product range includes a diversified line of premium tools, formulations, and accessories designed to introduce and elevate a whole new self-care routine for men.

Limited visibility. No control over decisioning.

Since 2016 MANSCAPED has been leading the charge in men's grooming products, expanding globally within years of launching. But that growth has come with fraud and chargeback issues. To address these problems, MANSCAPED was using a solution that offered little control and zero insight into how decisions were made. Without visibility into the decisioning process, the solution started to hinder their overall success.

Some of the challenges they faced included:

- Account takeover attacks
- High false positive rates
- Chargebacks
- Lack of real-time fraud detection
- Limited fraud tool transparency

Consequently, the MANSCAPED team had to increase their manual review efforts. Meanwhile, dispute costs continued to rise. The team sought out a new solution with a partner that could deliver a more effective strategy.

An all-in-one platform for complete fraud management.

It was clear to the MANSCAPED team that they needed a one-stop shop for risk mitigation, fraud prevention, chargeback management, and account protection. But it was also important to them to find the right solution partner.

Equifax offered the perfect platform for MANSCAPED's challenges. And more specifically, provided:

- Adaptable fraud prevention
- Expertise and ongoing support
- Easy integration with existing tech stack
- Data analytics

Our previous solution was like a black box. We had no visibility into how decisions were made, so it was difficult to understand fraud patterns and adjust rules when needed.

Ashley McCubbin,
Program Manager, MANSCAPED

“Equifax offers a one-stop shop for us. Fraud prevention, chargeback management, account protection, robust analytics, real-time insights — it's all there on one platform. And the machine learning models are adaptable, which means we can tailor the solution to fit our exact needs. We know that Equifax is just as committed to MANSCAPED's success as we are.”

— Ashley McCubbin, Program Manager, MANSCAPED



Proactive, scalable risk management.

In just three weeks MANSCAPED was up and running with the Equifax platform. The solution came at a critical time — right before the holidays. Quickly after implementation, MANSCAPED experienced significant improvement in four key areas of the business.

Disputes and Chargebacks

Because Equifax offers direct integrations with third-party tools like Ethoca Alerts and RDR, MANSCAPED has fully automated their dispute process. The team no longer has to spend countless hours manually reviewing orders and responding to claims. MANSCAPED has saved nearly \$20,000 a year in labor costs and dropped their chargeback rate down to 0.17%.

Fraud Management

Since working with Equifax, MANSCAPED has been able to take a proactive approach to fraud protection, which has led to a cost savings of nearly \$400,000. They achieved this success by integrating the fraud prevention solution directly into their transaction workflow and automating the decisioning process. Now the team can detect fraudulent transactions as soon as they hit the system and cancel them before fulfillment.

Account Security

MANSCAPED has effectively stopped account takeover attacks altogether using a combination of data, AI-driven authentication, and dynamic risk scoring — which are all available on the Equifax platform. As a result, MANSCAPED has built better, lasting trust with their customers and improved retention.

Customer Satisfaction

Since switching to the Equifax platform, MANSCAPED has seen a dramatic decrease in false positives. Before, the customer support team would receive dozens of inquiries from customers who were unable to complete checkout. Now, the team rarely gets those complaints. And that's because more good orders are making it through the system without friction. As a result, MANSCAPED has achieved a 99.3% approval rate.

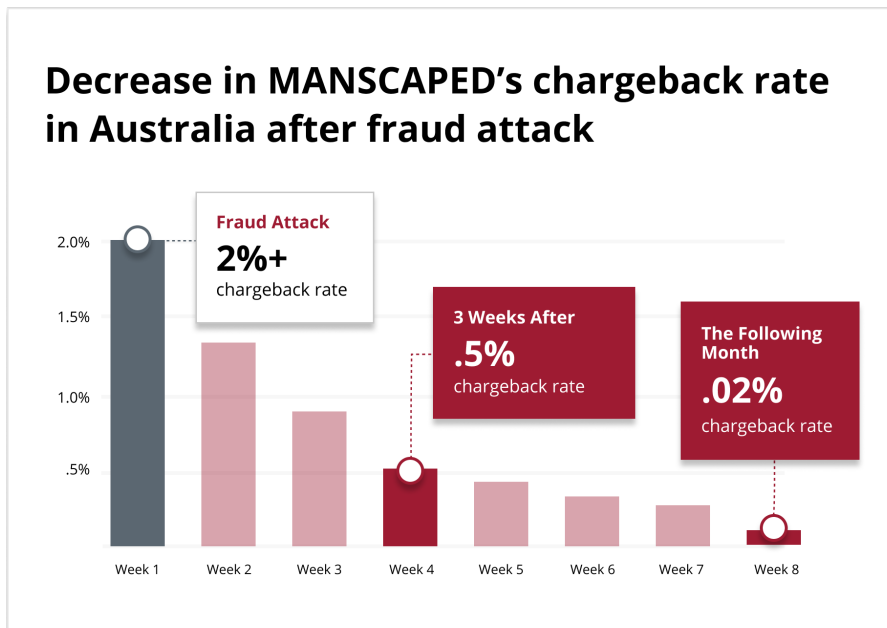
Being able to automate our fraud and chargeback processes has given us back time we never knew we had. We can identify fraud much faster, which allows us to focus our efforts on growing the business and taking care of our customers.

Real-time success story

One year, MANSCAPED experienced a coordinated fraud attack of both credit card fraud and chargeback abuse in Australia. Here's how they stopped it.

“Once we identified the patterns of attack, we were able to tweak our rules on the spot. We also leveraged data insights to target specific bins exposed through that attack. In this scenario, we were able to be proactive and block those fraudulent transactions before they escalated, which saved the company from significant losses. After we identified the attack and implemented those rules, we went from a chargeback rate of over 2% in Australia to 0.5% within just a few weeks. The following month, we brought that down to 0.02%. Being able to implement those counter measures when we did had an immediate impact on our success.”

— Ashley McCubbin, MANSCAPED



“If you need a true partner that provides transparency, adaptability, and ongoing strategic support, Equifax is the obvious choice. Their solutions don't just block fraud, they help businesses scale securely, optimize operations, and make data-driven decisions with confidence. With Equifax, you're not just mitigating risk, you're setting your business up for long-term success.”

Ashley McCubbin, MANSCAPED

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View the full case study on our site and request a call to see what we can do for you.

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