

# CHARGEBACKS 911

MEDIA CASE STUDY

*Their purpose is to help merchants create sustainable business practices, especially for those businesses most susceptible to chargebacks.*

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# In This Case Study,



Chargebacks911 grew organically out of the co-founder's experiences with fraud in previous online businesses. Fraudulent chargebacks for card-not-present transactions were chipping away at profitability. Chargebacks911 was founded to address this problem.

Their purpose is to help merchants create sustainable business practices, especially for those businesses most susceptible to chargebacks.

## **INDUSTRY:**

Finance

## **THE CHALLENGE:**

Chargeback fraud involves a complex relationship between the merchant, the merchant's acquiring bank, the credit card issuing bank, the consumer, and the dispute management company such as Chargebacks911. How could Chargebacks911 become a major voice in the industry so that it not only gains clients but be a force for change in the credit card industry? Also, how could it make broadly known the fact that they innovated new proprietary technology shown to be highly effective at reducing a merchant's fraud risk?

## **MEDIA EXPOSURE METRICS:**

The Chargebacks911 campaign has obtained four or more media placements (e.g. articles, interviews, and TV/radio segments) per average each month for four consecutive years.

This has equated to an exposure aggregate of 269,747,523 unique views (and climbing). Per industry standard you can expect 2.5%, or 6,743,688 people, to have read articles or have seen or listened to news clips.

## THE RESULTS:

Working closely with the owners, company operations and their marketing activities, JoTo PR Disruptors crafted messages for each stakeholder in the credit card services. These messages not only called attention to problems merchant services faced but also outlined cost-effective solutions. At the same time, the media picked up and broadly promoted the excellent work Chargebacks911 was doing. These efforts, linked to the company's ongoing successes, got huge results—Monica Eaton-Cardone became a widely acknowledged expert in card-not-present fraud risk which in turn put Chargebacks911 on the map in a big way.

- Revenue and Company 3-Year Growth: 679%
- Revenue: \$15.7 million
- Jobs Added: 320



"Karla Jo Helms and her firm JoTo PR has significantly helped us amplify our exposure, not just in numbers but more importantly in the quality and relevance of our messages."  
"This is the kind of gain that helps build a stable future for Chargeback911 and open windows of opportunity that were not possible before."

~ *Monica Eaton-Cardone*



## ABOUT GLOBAL RISK TECHNOLOGIES AND CHARGEBACKS911:

Global Risk Technologies is most known for its role in payment processing solutions that cater to each side of the value chain: [Chargebacks911.com](http://Chargebacks911.com) and [eConsumerservices.com](http://eConsumerservices.com). The firm is headquartered in Tampa Bay, Florida, with offices in Ireland and Atlanta. They have approximately 350 employees worldwide and currently manage over 200mm transactions worldwide each month. Chargebacks911 is a division of Global Risk Technologies and was developed specifically for merchants to offer immediate aid through proprietary technology and provide the necessary function that gives merchants the freedom to focus on their core competency and optimize their in-house skill set. Chargebacks911 focuses on chargeback mitigation and risk management. They specialize in servicing Internet merchants and acquiring banks, offering dispute response solutions and deep analytics. Chargebacks911 works with their client base to help them keep dispute rates down and retain their ability to accept credit cards.

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