

CUSTOMER STORY



Signifyd

CYMBIOTIKA

Cymbiotika, a health and supplements company founded in 2018, empowers people to take ownership of their health and live with intention. Since partnering with Signifyd, Cymbiotika's approval rate and customer satisfaction have skyrocketed.

Challenge

False positives,
Operational scalability,
Unauthorized resellers

Industry

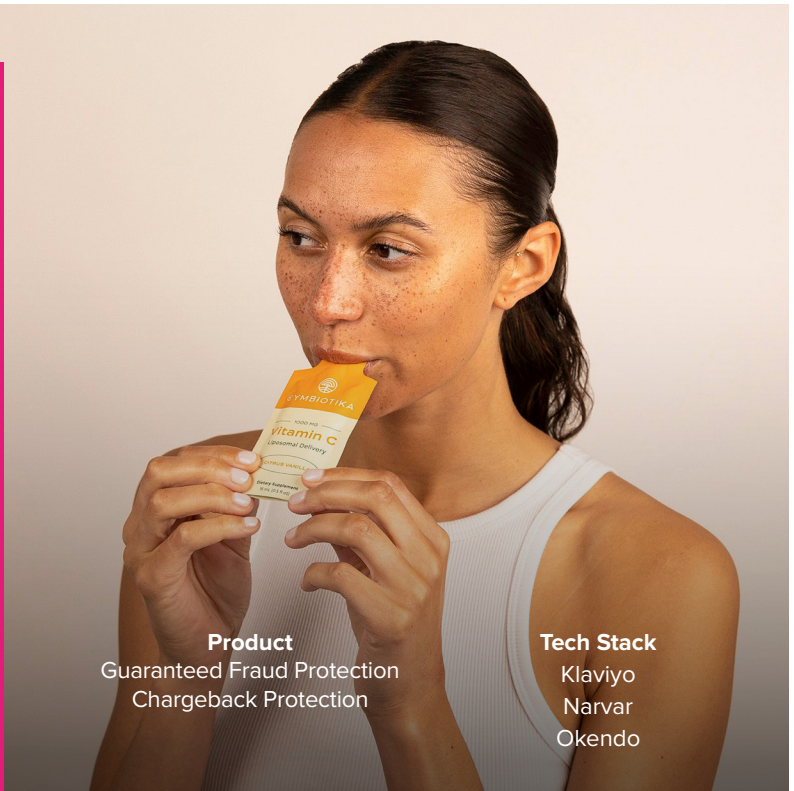
Health and
Supplements

Product

Guaranteed Fraud Protection
Chargeback Protection

Tech Stack

Klaviyo
Narvar
Okendo



CHALLENGE

With impressive year-over-year growth, Cymbiotika, a leading supplement company, needed a solution that could scale with them and ensure recurring subscription orders were approved, helping to keep loyal customers coming back.



SOLUTION

Cymbiotika partnered with Signifyd to reduce false positives and ensure a seamless experience for valued customers. The Signifyd collaboration became the catalyst for their transformation.



RESULTS

Signifyd has successfully increased Cymbiotika's approval rate to 98%, leading to increased customer satisfaction and revenue uplift. Additionally, chargebacks have been reduced by 93% since the partnership began.

98%

Approval rate

93%

Reduction in
chargebacks

Challenges

As a subscription-based health and wellness company committed to helping its customers take charge of their health, Cymbiotika understands the importance of providing a positive customer experience. With rapid sales growth, the company needed a fraud detection solution that could scale with their business. False positives led to many legitimate subscriptions being canceled, causing friction for loyal customers. As a result, the Cymbiotika support team was inundated with hundreds of inquiries a day.

To make matters worse, bad actors were exploiting Cymbiotika's subscription discounts by "gaming" the subscription portal to fuel their own reselling businesses, causing Cymbiotika to lose full control of the customer experience.



Solutions

Recognizing the need for change, Cymbiotika partnered with Signifyd to improve fraud detection and customer experience. The Signifyd Customer Success team played a crucial role in this transformation, coordinating communication across departments and diving deep into data to identify inefficiencies. Signifyd's Decision Center and Power Search became invaluable tools, especially when it came to Cymbiotika's reseller threat. By utilizing these tools, Cymbiotika gained insights into individual orders, allowing them to create effective policies that prevented resellers from buying while ensuring legitimate customers were approved.

Additionally, with Signifyd's Guaranteed Fraud Protection and Complete Chargeback Protection, they were able to start leveraging Signifyd's vast Commerce Network to cross-reference suspicious activity to ensure fraud attempts were blocked and chargebacks were reduced, all while Signifyd takes on the liability.

By limiting false positives, reducing chargebacks, and pinpointing reseller activity to block abuse, Cymbiotika made significant progress.



“Our partnership with Signifyd has been the catalyst for change for our overall customer experience. We have been able to increase our approval rate and maintain that success even as our order volume continues to scale. We appreciate the way the Signifyd team has collaborated with us to provide the best solutions.”

— MANAGER OF CUSTOMER EXPERIENCE, CYMBIOTIKA



Results

Cymbiotika achieved a 98% approval rate, enabling seamless subscription renewals and driving revenue uplift. Working alongside Signifyd, Cymbiotika scaled operations efficiently to keep up with rapid growth. Since becoming a customer in 2021, their sales have skyrocketed, increasing 618% above 2021 levels, all while their impressive approval rate has remained. Through Signifyd's Complete Chargeback Protection, chargebacks were also reduced by 93%, resulting in \$1.2 million in additional savings.

These results have freed up the Cymbiotika team, allowing them to focus on improving customer experiences and fostering communication across departments. As a result, the company saw a major improvement in customer satisfaction scores.

Overall, this transformation enabled Cymbiotika to manage higher order volumes while delivering a smoother, more reassuring experience for customers. Integration with tools like Shopify further streamlined the process, setting up Cymbiotika for international expansion and reinforcing the seamless shopping experience that has become a hallmark of the company.