



How Air Europa optimized its digital channel to generate revenue and growth



10%

approval rate lift



95%

reduction in chargebacks



\$\$

double digit online growth since partnering with Riskified



Meet Air Europa

Air Europa was founded in 1986 as one of the first private airlines in Spain. By 1993, they flew the first domestic flight operated by a private airline in Spain. In 1995, Air Europa offered their first international flight between Madrid and London, and a year later they were crossing the Atlantic with flights to New York. Over the years, the company has expanded to markets on five continents.

Being part of the Globalia Group – a wide business network that incorporates travel service providers and various agencies – Air Europa relied on group agents to sell airline tickets. In 2016, a decision was made to transform the digital channel into a simple and independent revenue generator. The website and the app were optimized, and the backend was revamped accordingly.

“To transform our digital operations, we needed to think about how to handle fraud efficiently. Keeping it simple was paramount, especially while growing as an airline.”

Yago Casasnovas
Payments, Fraud Prevention & eCommerce at Air Europa



The Challenge

The rewards for Air Europa’s investments were immediate. They noticed a significant revenue boost from digital sales, which complemented overall growth that included new routes, a new fleet of airplanes and a growing customer base. But, as it often does, quick growth made Air Europa a target for fraud, which resulted in higher chargeback rates. Air Europa went on Visa’s chargeback program, which mandated tighter risk controls and led to more costly false declines and lower approval rates. To maintain its progress, Air Europa’s digital operations needed to scale with their ambitions, and their system needed to be brought back into balance.



“We saw results from our new investments quickly. With Riskified, the customer experience in new markets was made frictionless.”



Yago Casasnovas
Payments, Fraud Prevention & eCommerce at Air Europa

Choosing a Solution

Air Europa chose Riskified for its chargeback guarantee and higher approval rates and to allow its operations to function more efficiently. But the company was also looking for more than just a solution; it was looking for a system that could run on autopilot - helping them scale flexibly from day one without requiring additional input from the Air Europa team. Riskified took away the burden of rules-based fraud analysis with a solution that supports growth and anticipates future challenges. Through higher approval rates, a major reduction in chargebacks and the elimination of manual review, Air Europa could comfortably expand its flight routes, generate additional revenue from new markets and change its mindset from that of a local flyer to a global player.



The Results

More efficient operations

- Resources rededicated from fraud review toward revenue-generating tasks
- Clumsy rules-based system replaced with precision fraud analysis

| \$0 spent on manual review

Higher approval rates

- Double-digit online growth
- Major reduction in costly chargebacks

| ~10% increase in approval rates

“By reducing chargebacks and increasing approval rates, Riskified has helped us magnify our growth and allowed us to keep our focus on greater expansion.”



Yago Casasnovas
Payments, Fraud Prevention & eCommerce at Air Europa