

## Riskified and Gaprise Announce Partnership to Bring eCommerce Fraud Prevention to the Japanese market

**Partnership introduces chargeback liability shift to the market and allows Japanese eCommerce merchants to approve more orders while reducing fraud**

**TEL AVIV - 06 October 2020** - [Riskified](#), the payments and fraud-prevention solutions provider, and [Gaprise](#), a leading digital marketing agency in Japan, today announced a partnership to offer Riskified's innovative solutions to Japanese merchants. Riskified's solutions are proven to help merchants safely approve more orders, increase revenue, expand internationally and deliver a better customer experience. For the first time in Japan, merchants working with Riskified and Gaprise will enjoy full chargeback guarantees, meaning that all approved transactions are fully backed by Riskified.

With eCommerce booming in Japan, fraudsters look to take advantage. The threat of fraud can lead to merchants being cautious and leaving money on the table by declining legitimate transactions. Riskified's AI-based solutions recognize legitimate customers and keep them moving toward conversion while keeping out bad actors. Merchants worldwide see dramatically increased revenue and reduced costs. The Riskified-Gaprise partnership will bring together proven expertise in business, market strategy, and a market-leading platform to help Japanese merchants eliminate fraud and grow their online businesses.

"This is a great opportunity for Gaprise to introduce Riskified to Japanese enterprise merchants who can benefit from the increased revenue and improved customer experience that Riskified's solutions provide," said **Ryoji Kai, CEO at Gaprise**. "Gaprise has a proven track record of partnering with innovative Israeli service providers to help them localize their solutions and adapt them to the Japanese market. Together, we can unlock the full potential of eCommerce in Japan."

“Japan is the world’s 4th-largest eCommerce market, with more than 100 million consumers shopping online and 75% of transactions paid via credit card. That makes the market a target for fraudsters. Together with Gaprise, we will offer Japanese merchants the solutions they need to increase approved orders, prevent eCommerce fraud and provide domestic and international customers the seamless shopping experience they deserve,” said **Jed Alpert, VP of Marketing and Channels at Riskified**. “Gaprise’s understanding of the Japanese eCommerce ecosystem and consumer buying behavior will help us better serve Japanese merchants.”

### **About Gaprise**

[www.gaprise.com](http://www.gaprise.com)

Gaprise is a digital marketing agency founded in 2005. Gaprise has worked with several Israeli startups including SimilarWeb, Yotpo and Monday.com as an official partner and the largest reseller in Japan. Alongside reselling partners solutions, Gaprise provides professional consulting services to enterprise companies including Sony, DeNA, and NEXT.

### **About Riskified**

[www.riskified.com](http://www.riskified.com)

Riskified helps the eCommerce industry realize its full potential by making it universally safe, accessible and economic. The world’s largest brands – from airlines to luxury fashion houses to gift card marketplaces – trust us to increase revenue, manage risk and enhance their customer experience. Merchants lose billions of dollars to legacy fraud solutions, payment failures, high-friction verification methods and more. Riskified uses powerful machine-learning algorithms to recognize legitimate customers and keep them moving toward conversion. Using Riskified, merchants can safely approve more orders, expand internationally and fulfill omnichannel flows while providing a frictionless customer experience.



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