

Atlas For Men's payment strategy is key for its international deployment

Atlas For Men is well known abroad for its Outdoor apparel and accessories. The company, founded in 1999, is a model of success in digital transformation.

While Atlas For Men distributes 200M catalogs and remains a major player in the mail order market, its online distribution is a real lever of growth. In 2017, Atlas For Men generated € 165 million revenue across all channels. Learn about this merchant's successful payment strategy which led to double-digit growth.

The challenge

In 2016, following its success in France, Atlas For Men deployed its payment strategy across Europe. The company target was to cover 9 additional countries in less than 2 years.

Atlas For Men addressed specificities raised by each country:

- Preferred payment methods
- Local currency
- Legal framework
- Fraud context

The issue tackled by Dalenys

How to adopt a winning local payment strategy?

The methodology of Dalenys

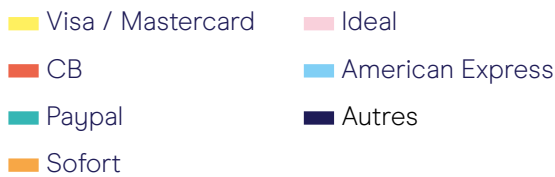
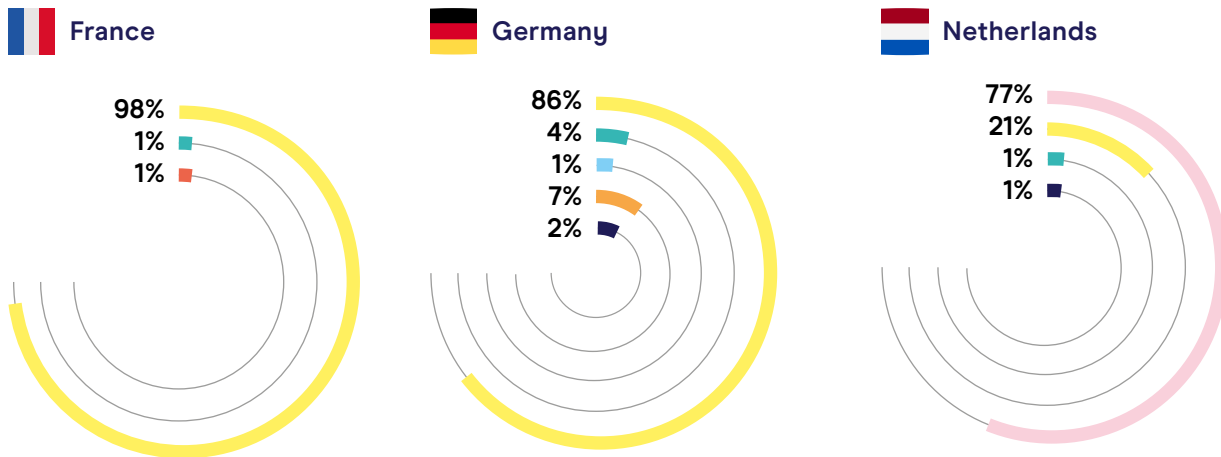
1. **Identifying the most revenue-generating payment methods** for your business in each country targeted
2. **Integrating payment methods identified as critical first**
3. **Standardizing payment user experiences** across touchpoints
4. **Implementing local smart 3D Secure strategies**





Fashion / Accessories key online payment habits

Overview of 3 countries: France, Germany and Netherlands*:



* Source: Dalenys Analytics

Specific rules for a tailor-made triggering of 3D Secure

To set up a case-by-case trigger model, Dalenys and Atlas For Men worked together to define risk-based transactions based on

- Market data
- Sector data
- The combination of PSP and acquirer expertises

Results:

- Real-time automated validation
- Simplified manual review

A unique contact for a premium support

Follow-up is carried out by your dedicated Payment Manager, single contact, whom triggers all Dalenys experts when needed: UX, fraud prevention, data analysts, marketplace specialists, etc.



When choosing Dalenys, we had two main challenges: managing our international deployment and developing our Marketplace. Though we faced multiple local specificities, dealing with a single contact helped us setting up an efficient solution for funds acquisition and single payment gateway for deployed countries.

Ludovic Joseph-Julien
International eCommerce Project
Manager @ Atlas for Men



Dalenys also stood by us for maintaining a pleasant and effective purchase experience on our Marketplace, in partnership with our vendors.

Results achieved for the 10 targeted countries



Chargeback rate

6X less than business average



Acceptance rate

+10,3% compared to business average



3DS triggering rate

2X less than business average



* Source: Dalenys –Fashion / Accessories sector 2018

Going further with Dalenys

Thanks to its unique position as an acquirer, PSP and business expert, Dalenys provides merchants with strong transaction risk analysis capacities to avoid a systematic application of 3D Secure, as expected as the DSP2 progressively come into effect.

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