

CASE STUDY

EverC + Fruugo

A Multi-Layered, Tech-Forward Approach to Risk Management

SIZE

Fruugo is an online intermediary marketplace that allows third-party retailers to sell products around the world to shoppers in 42 countries, and attracts 35 million shoppers monthly.

INDUSTRIES

Retail and ecommerce

LOCATION

Cumbria, England,
United Kingdom

Challenges

Ensuring a seamless, localized experience while navigating regional differences amid the threat of illicit activity such as counterfeits

Navigating a “tsunami of regulatory compliance laws” while continuing to innovate and grow

Automating product risk assessment to increase operational efficiency while protecting the Fruugo platform and users

Finding the right technology solution to work in conjunction with and augment results from internal risk management programs

Results

Increased operational efficiency. With automated processes in place, Fruugo’s in-house risk management teams spend less time and resources manually identifying non-compliant products.

Significant reduction in takedown notices and prohibited products. Effective identification and removal of infringing automotive parts, non-authentic apparel, and healthcare, as well as prohibited products including weapons and prescription medical devices.

Increased confidence from brands, stronger commercial partnerships. Brand partners report visible decrease in IP infringement from third-party retailers and praise the rapid removal of infringing products from platform.

Risk management that supports growth. Fruugo can continue to expand into the global marketplace with confidence, knowing that it has the right tools and processes in place to maintain compliance and protect its platform, reputation, partners, and users.



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Claire Dyball
Fruugo’s Head of Legal

The Challenge

Founded in 2006, Fruugo is an online marketplace platform that is mission-driven to simplify cross-border trade for retailers and consumers worldwide. Key to this endeavor is maintaining robust content moderation compliance, navigating complex regional requirements within a constantly-evolving regulatory landscape. This is an ongoing challenge for many online marketplaces and platforms.

“Fruugo is on a compliance journey that mirrors the journey of the industry. Fraud and illicit activity are industry-wide problems that aren’t going away,” says Claire Dyball, Fruugo’s Head of Legal. “Proactive moderation is key to detecting and removing bad actors, fulfilling legal obligations, and building trust with our merchants, platform users, and brands.”

Facing down what Dyball refers to as a “tsunami of regulation in Europe and globally,” Fruugo needed to forge a path for growth and innovation that can cover compliance in multiple jurisdictions, mitigate the risks of growing online threats, and enable the platform to continue delivering marketplace customers the seamless, localized experiences it is known for.

Early on, Fruugo recognized that proactive content moderation would be critical. The company implemented several carefully selected initiatives around the protection of third-party intellectual property and supporting product safety compliance. One of them was to find a solution that would integrate smoothly with its internal risk management processes, including a keyword-based program. An automated solution would add a layer of protection to help fill any gaps, while allowing safe growth at scale.



“The key is to balance innovation and compliance, driving a cultural change in **how risk is seen, analyzed, and managed. EverC is at the heart of that**”

Claire Dyball
Fruugo's Head of Legal

EverC solutions: At the heart of a multi-layered approach to risk mitigation

Fruugo chose EverC solutions because they are:

1. **Technology-driven** for automation and efficiency
2. **Backed by a team with deep knowledge** of region-specific categories
3. **Easy to integrate** with their current system, for more comprehensive risk management

After implementing MarketView, which scans large volumes of products quickly while removing or flagging potential threats, the Fruugo team has confidence in their ability to detect bad actors and remove them expeditiously while fulfilling legal obligations.

Fruugo now has a comprehensive, multi-layered approach to risk management. “The key is to balance innovation and compliance, driving a cultural change in how risk is seen, analyzed, and managed. EverC is at the heart of that,” said Dyball. “EverC offers a layer of framework that informs and compliments our internal processes and systems.”

Scope of work expanding in a scaled implementation

Implementation of EverC solutions has been rolled out in phases, beginning with a few key product categories, then adding more regularly. In a short time, EverC was able to begin scanning products to provide data-driven, actionable insights to aid in Fruugo’s risk management strategy.

A weekly feedback loop was created for the EverC and Fruugo teams to collaborate. As EverC moved to new categories, the team validated the findings with Fruugo’s risk management team and adjusted models as needed based on feedback, before moving to automatic removal of threats. The process enabled the EverC team to gain a clear picture of Fruugo’s Acceptable Use Policy (AUP) and business needs, adjusting the solution accordingly for continuous improvement and refining of results.

Since partnering, EverC has assisted Fruugo in monitoring 25 categories to detect, analyze, and remove products, as well as provide valuable insights that Dyball and the Fruugo team see as “essential to stopping the illegal content cycle, showing that we are proactively identifying illegal content and identifying bad actors to drive forward positive change.”



“As the legislation from the EU becomes more complex and stringent, it’s **an absolute necessity to prioritize multifaceted partnerships like the one we’ve built with EverC.** The shared data creates a virtuous cycle where everyone benefits.”

Claire Dyball
Fruugo’s Head of Legal

Partnerships are key to solving industry challenges

Fruugo meets frequently with third-party brand owners and their agents; these stakeholders are reporting significant reductions in illegal content from third-party retailers using the platform, as well as expeditious take down action from Fruugo. This has increased brand confidence in the platform, strengthening their partnerships. “Trust and safety are the basis of success for marketplaces,” explains Dyball.

Dyball emphasizes that this partnership approach is essential to mitigating against illegal content and bad actors: “As the legislation from the EU becomes more complex and stringent, it’s an absolute necessity to prioritize multifaceted partnerships like the one we’ve built with EverC. The shared data creates a virtuous cycle where everyone benefits.”

Fruugo can continue to expand with confidence

With EverC solutions, Fruugo’s risk management program is stronger and more efficient, saving time and resources. The risk team can make decisions based on knowledge and data, so the company can expand into new markets and verticals with confidence, knowing it has the right tools and processes in place to remain compliant, while protecting its platform, its reputation, and its platform users.

Control your risk, grow your platform. Get in touch to learn more info@everc.com