

Rakuten Loyalty Integrates YHS Beacon Tracking For Fraud Protection with Incentivized Search Product



“Through the Yahoo Beacon Tracking technology, we were able to cut down development hours on maintaining our user activity reporting. Since the implementation, we have dramatically decreased our operational and maintenance costs.”

Antoine Hage, Rakuten Loyalty, CTO

Detect User Behavior & Defeat Fraudulent Actions Across Reward Platform With YHS Beacon Tracking

Ever consider the possibility of earning rewards for every search you do online? Rakuten Loyalty’s innovative rewards-acceleration technology increases the rate at which members earn rewards while helping loyalty programs increase engagement and build lasting, profitable relationships with their members by rewarding them for their everyday online activity. Rakuten Loyalty’s technology allows users to earn rewards for almost any online action, including simply completing a search. Rakuten Loyalty’s technology gives the user an authentication to track their actions via browser apps, push notifications, loyalty points across ecommerce sites and web search to help them earn rewards while online.

Rakuten Loyalty partnered with Yahoo to ensure fraudulent actions were not occurring across their rewards platform. To accomplish this Rakuten Loyalty developed a robust infrastructure that provides high-level fraud protection from user action data delivered through Yahoo Hosted Search (YHS) Beacon Tracking.

YHS is a scalable solution that allows Yahoo’s partners to have a rich search experience hosted by Yahoo, optimize the look and feel of the SERP for user experience and revenue, and easily track revenue and searches via Yahoo’s dashboard or API. YHS Beacon Tracking allows partners insight into user actions that include click type (sponsored or organic listings on the SRP), browser, user agent and custom parameters.

With the user action data delivered by YHS Beacon Tracking Rakuten Loyalty has been able to assess their product performance and user activity to more efficiently allocate marketing spend and product development resources to retain users while dramatically reducing operational and maintenance costs.

Opportunity

- Rakuten Loyalty’s innovative rewards-acceleration technology increases the rate at which members earn rewards while helping loyalty programs increase engagement and build lasting, profitable relationships with their members by rewarding them for their everyday online activity.
- Rakuten Loyalty’s technology allows users to earn rewards for almost any online action, including shopping at thousands of popular online stores or simply completing a search. Rakuten Loyalty’s technology gives the searcher an authentication to track their actions via browser apps, push notifications, loyalty points across ecommerce sites and web search to empower the user to earn rewards while online.

Solution

- Rakuten Loyalty partnered with Yahoo to ensure fraudulent actions were not occurring across their rewards platform. To accomplish this Rakuten Loyalty worked closely with their Partner Manager, Abi Fagiri, to develop a robust user activity reporting infrastructure. These reports deliver high-level fraud protection from user action data delivered through Yahoo Hosted Search (YHS) Beacon Tracking metrics such as click type, browser, user agent and other custom parameters.

Results

- Rakuten Loyalty is able to capture user behavioral data (clicks, searches, subsequent searches, search origin, etc.) to determine the LTV of their users.
- Robust user activity reporting delivered by YHS Beacon Tracking has dramatically decreased operational and maintenance costs.
- User action data has allowed Rakuten Loyalty to more intelligently allocate marketing spend and product development resources to retain loyalty program users.