

Lime Light | Kount Documentation

<http://help.limelightcrm.com/entries/20517692-configuring-kount>

What is Kount?

Kount delivers an all-in-one fraud and risk management solution for companies that have card-not-present environments looking to simplify their fraud/risk operations while dramatically improving bottom line results. Kount provides a single, turnkey fraud solution that is easy-to-implement and easy-to-use. Kount's proprietary technology has reviewed hundreds of millions of transactions and provides maximum protection for some of the world's best-known brands.

For more information about this anti-fraud service provider, or to sign up for an account today, please visit: <http://www.kount.com>.

How can I configure my Kount account into the Lime Light CRM?

Once you have your account set up with them, you can go into your Lime Light CRM and configure your anti-fraud provider. You will go to Payment Systems>Anti-Fraud Providers and select Kount from the Anti-Fraud Providers drop down menu. Click on "Add Anti-Fraud Provider" and fill out the parameters for Kount.

These parameters are briefly described here for your reference:

Merchant Id: This will be provided to you by Kount.

Site Id: This is an optional field for you to provide an 8 character or less description of your website if you currently have more than one website.

Custom Fields 1 -4: Select the custom fields that you have configured within Kount's web console. The following custom field tokens are available for configuration within Kount's web console: affiliate, sub_affiliate, campaign_id, and gateway_id. In order to configure the custom fields in Kount's web console, you will need login to the AWC and go to the "DMC" tab --> "User Defined Fields; make sure the label and type matches the configuration in the CRM.

Alias: This is the name that you will assign to your anti-fraud provider. It is for internal purposes only; it helps you identify a specific provider account among several accounts in your CRM.

The screenshot shows the 'Edit Kount Parameters' form with the following fields and callouts:

- Merchant ID:** 12345. Callout: "This will be provided to you by Kount"
- Site ID:** DEFAULT. Callout: "This will be provided to you by Kount"
- Custom Field 1:** Affiliate. Callout: "Select the custom fields that you have configured within your Kount account"
- Custom Field 2:** Sub-Affiliate. Callout: "Select the custom fields that you have configured within your Kount account"
- Custom Field 3:** Campaign ID. Callout: "Select the custom fields that you have configured within your Kount account"
- Custom Field 4:** Gateway ID. Callout: "Select the custom fields that you have configured within your Kount account"
- Alias:** test kount. Callout: "For internal purposes only; it helps you identify a specific provider account among several accounts in your CRM"

Buttons: Back, Save

Additional Kount Configuration Notes

- Only the initial orders from your campaigns are sent to Kount.
- The orders which are approved and have passed the Kount fraud check will be sent to your payment gateway.
- The orders which have been declined due to a Kount fraud check will not be sent your payment gateway.
- The orders which have been flagged for review after the Kount fraud check will be sent your payment gateway. There will be a note added to the order history of an order within the CRM to indicate that the order is under review. If the order fails the fraud check after review, you can then manually mark the order as fraud from within the interface of the CRM.
- It is your responsibility as a merchant to provide Kount with a secure image URL. Please contact Kount if you have any additional questions regarding the secure image URL.

How to use Kount on your campaigns

After you have configured your Kount account into your CRM, you will assign it at the campaign level. This means that it will not be automatically enabled on all your campaigns; instead, you will assign it to those campaigns that you choose to assign the anti-fraud protection to.

If you are building a new campaign, you will simply select Kount by its "alias" from the drop down menu under the Anti-Fraud Providers field, at the time of building the campaign.

Anti-Fraud Account:	(7) test kount	▼	Select your anti-fraud provider; the alias will appear here
Fulfillment Account:	Disabled	▼	

If you want to assign it to an existing campaign, you will go to Campaigns>Manage Campaigns and go to the campaign that you want to assign the anti-fraud provider to. Click on "Edit" to open up the campaign form, scroll down to the Anti-Fraud Providers field and select Kount by its "alias" from the drop down menu. When finished, click on "Save" at the bottom of the page to save the changes applied to the campaign.

Kount's technology uses a pixel post to gather device and consumer information on the pre-sale page.

The pixel HTML listed below is provided with our web form technology, and it does not need any modification; however, in order for Kount's Katpcha code to work, you must re-download the web forms.

```
<iframe width=1 height=1 frameborder=0 scrolling=no  
src="https://www.yourlimelightdomain.com/pixel.php?t=htm&campaign_id=1">  
  
</iframe>
```

Using Kount with the Lime Light API

If you are using our API technology, please pass a uniquely generated "session id" that you generate on your server side script, and pass another (sessionId) parameter to the pixel.php handler.

```
<iframe width=1 height=1 frameborder=0 scrolling=no  
src="https://www.yourlimelightdomain.com/pixel.php?t=htm&campaign_id=1&sessionId=1234567890">  
  
</iframe>
```

When you send a request to the API methods, please pass the same session ID to the request exactly as you did with the PIXEL IFRAME.

Example: sessionId=1234567890

Additional Information

Once implementation is complete and client thinks all is working as expected please contact your Technical Account Manager.

If there are any issues with the process of configuring Kount from the Lime Light CRM please contact Lime Light CRM Support at support@limelightcrm.com and cc your Technical Account Manager.