



Fraud-Proofing Your Referral Marketing Strategy

Internet-savvy shoppers are always looking for ways to earn additional discounts, and poorly managed referral programs are easy targets. But not with Swell.

Swell powers referral programs for thousands of ecommerce stores. We've seen every possible attempt to scam referral programs and have constructed our software with fraud-prevention as a top priority.



Prevent Self Referrals

For each attempted referral, we process the associated IP address, user agent, and shipping address. If a combination of these identifiers matches a previous referrer, Swell flags the attempt and prevents the user from earning an additional discount.



Exclude Specific Domains

Designate targeted "problem" domains and block the ability to earn referral discounts for people who fit those specifications. Optional blanket prevention offers a sense of security and protection from the most high-risk and persistent scammers.



Eliminate Repeat Referrals

When a referred customer makes a purchase, we cross-reference their email address and shipping information to verify that it is their with your store. Those who have previously made purchase are automatically precluded from earning additional referred customer incentives.



Protect Your Customers From Spam

Safeguard your brand image by keeping your active customers spam-free. When a referrer sends a "referral share email" to their friends, Swell checks the corresponding email addresses and verifies that the referred customers have never made a purchase with the client's store.