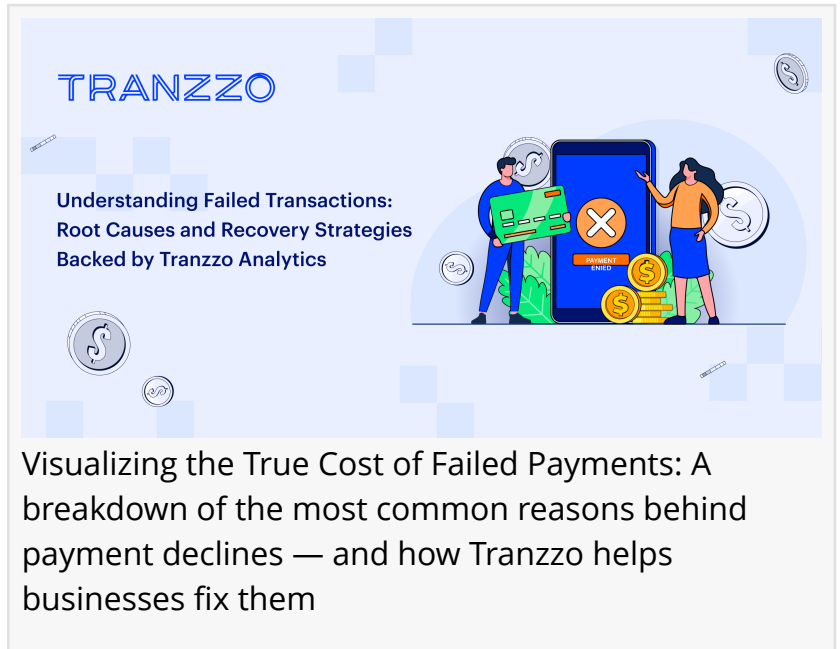# Tranzzo Unveils In-Depth Analysis of Failed Transactions, Offering Strategic Solutions to Recover Lost Revenue

Nearly 30% of transactions fail due to preventable issues. Tranzzo offers data-driven tools to improve approval rates and recover lost revenue

LONDON, UNITED KINGDOM, May 9, 2025 /EINPresswire.com/ -- Leading [payment platform](#) Tranzzo has released new analytics uncovering the hidden costs behind failed transactions, revealing that nearly 30% of attempted payments fail — with many losses avoidable through smarter infrastructure and strategy.

Understanding Failed Transactions: Root Causes and Recovery Strategies Backed by Tranzzo Analytics

Visualizing the True Cost of Failed Payments: A breakdown of the most common reasons behind payment declines — and how Tranzzo helps businesses fix them

In a one-month study spanning millions of transactions across industries and regions, 29.39% of all payment attempts failed. Contrary to common assumptions, most failures were not technical. Instead, they stemmed from insufficient funds (34.9%), [anti-fraud blocks](#) (21.2%), transaction limit exceedances (17.39%), and 3D Secure verification timeouts (9.58%). Technical errors such as API misconfigurations and session timeouts accounted for just over 5% but had an outsized impact on customer trust.

> **"**
> Our job isn't just to process payments. It's to give businesses the intelligence they need to react fast to revenue loss"
> *Tetiana Solovey, Chief Product Officer at Tranzzo*

"Our job isn't just to process payments. It's to give businesses the intelligence they need to react fast to revenue loss," said Tetiana Solovey, Chief Product Officer at Tranzzo. "Even a few percentage points of failed transactions can translate to thousands in lost sales per month. That's not just a tech issue — that's a business risk."

Tranzzo's embedded analytics modules empower merchants to identify and address weak points

in the payment process. Their approach includes:

Granular decline classification, going beyond standard ISO codes to uncover root causes like internal limits or issuer-side fraud flags.

Dynamic transaction routing to alternative acquirers in real time, increasing approval rates by 6–12%.

Adaptive antifraud models that reduce false positives without compromising security. One client saw a 23% drop in false declines with no uptick in chargebacks.

Intelligent retries that recover up to 18% of failed transactions due to temporary issues like balance shortfalls or system downtimes.

Clients leveraging these tools have raised their conversion rates to 92–95%, even during high-traffic periods.

"Failed payments aren't just operational hiccups. They represent lost customers, broken user journeys, and untapped revenue," added Solovey. "Recovery is a strategy — not a patch."

With a focus on continuous optimization and real-time decisioning, Tranzzo positions itself not merely as a payment processor but as a strategic growth partner for e-commerce, SaaS, subscription services, marketplaces, and more.

About Tranzzo

Tranzzo is a full-cycle payment provider enabling businesses worldwide to scale faster through reliable payment solutions, smart routing, and real-time analytics. From reducing friction to maximizing conversion, Tranzzo helps merchants turn every potential transaction into actual revenue.

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