

How Smallpdf Turned Chargebacks Into Automated Revenue Recovery

Live in under an hour, Chargeflow unified dispute recovery across Braintree, Stripe, and Adyen. In their first year, Smallpdf is on track to recover \$110K, generate \$90K in operational savings, and save more than 2,200 hours of manual work.

80%

Win Rate

\$200K

Revenue & Efficiency

5.6x

Improvement

Background

Smallpdf is one of the world's most popular and trusted PDF editing software suites, giving tens of millions of users per month secure, easy-to-use tools to compress, convert, edit, sign, and merge PDF documents online, on desktop, and on mobile.

As its subscription business scaled, chargeback disputes grew in volume and complexity. Managing them across multiple payment providers became an increasingly costly distraction from product and growth.

Challenge

Smallpdf processed subscription payments through Braintree, Stripe, and Adyen, while critical subscription and billing data lived in Recurly. Each payment provider had its own workflows, evidence requirements, and deadlines.

Preparing a strong response meant moving between systems, connecting the right customer and billing context to each dispute, tailoring the evidence to the provider, and submitting every case on time. The process was manual, fragmented, and difficult to scale without adding operational overhead.

Solution

Chargeflow connected directly to Smallpdf's payment stack and Recurly, creating a seamless AI-powered recovery solution across every provider.

Chargeflow automatically gathered and structured evidence, enriched each case with subscription and billing data, tailored the response to the dispute and provider, and submitted it on time. Every step and outcome was tracked and reported, giving Smallpdf a clear view of performance without requiring the team to manage daily submissions.

Deployment was almost immediate. Within an hour of receiving access, Smallpdf was up and running. In addition to AI automated representation, ChargeFlow's dedicated customer success and proactive performance reporting helped Smallpdf continue to innovate and improve.

Impact

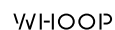
In its first six months with Chargeflow, Smallpdf recovered \$55K in disputed revenue and generated an estimated \$45K in operational savings. Together, those results created \$100K in measurable value.

AI automation crafted the optimal representment for each dispute, saving more than 1,100 hours of manual dispute work. This freed Smallpdf to focus their people on product and growth while Chargeflow handled recovery across every connected provider.

Smallpdf is on track to generate over \$200K in first-year return on investment.

"Chargeflow has turned the chargeback headache into a non-issue for us"

SMALLPDF TEAM



See what you could recover
Scan the code or visit chargeflow.io

