

# Safe & secure onboarding

Ready or not, the world is now digital-first. According to McKinsey, the digitization of customer interactions and business operations have taken a giant leap forward – three to four years ahead of schedule. As consumers flock to online channels – so do bots, fraudsters, and spammers. For the millions of new accounts that are created every day, one in four are fake.<sup>1</sup> New account fraud costs businesses billions but fighting it with friction can threaten user growth.

## The tradeoff between friction and fraud

Effective onboarding is a balancing act. If an onboarding flow is too complex, 8 out of 10 users will abandon sign-up.<sup>2</sup> But new accounts are the riskiest – 48% of fraud stems from accounts that are less than a day old.<sup>3</sup> As digital transformation continues to accelerate, businesses cannot afford to prioritize friction over fraud.



### The Telesign Trust Engine for onboarding

Bot & risk detection



Identity proofing



Multifactor authentication

## The solution

### Detect new account risk without endless hoops

Drawing on 15+ years of historical data patterns and consumer insights, The Telesign Trust Engine instantly assesses the risk, verifies the identity, and authenticates every new user that enters your ecosystem. Analyze phone, email, and IP behaviors and identity signals to detect fake accounts and fraudulent risks – all while fast tracking your legitimate customers.

# Onboarding is complex and difficult to get right

## What are the challenges?



**1 in 4**  
new accounts  
are fake

## What are the risks?

### Fake Users

The influx of fake users opens the door to spam, fraud and reputational damages to your business, platform, and customers.

## The Telesign difference

### Eliminate fake users at scale

Understand the risk of every new user. Analyze more than 2,200 digital attributes across phone, email, and IP datasets to dynamically allow, block, or flag new sign-ups in milliseconds.



**\$20B**  
was lost in 2021  
to Synthetic  
Identity Fraud

### Synthetic Identity Fraud

Fraudsters exploit stolen personal identifying information to mix real and fake information to fabricate identities and apply for credit, illegally purchase goods, and create fake profiles.

### Verify new identities in milliseconds

Confirm confidently. Layer real-time digital identity and behavioral risk signals into sign-up flows. Detect synthetic identities and strengthen KYC checks without increasing user friction.



**1.2%**  
off revenue is lost  
to promo abuse

### Promotion Abuse

Promo abuse left unaddressed leads to lost revenue and high customer acquisition costs.

### Close your promo loopholes

Offer great deals without risk. Combat multiple account creation to end coupon abuse, free trial loopholes, and referral fraud. Recover revenue and lower your customer acquisition costs.

# Onboarding opens the door to business risks



### Financial risk

Poor onboarding processes can cost you more than your sanity. Left unbothered, fraud puts your customers and your business at risk of significant financial loss.



### Reputational harm

At the core of your business is your reputation. Onboarding too many fake users deteriorates real customer trust.



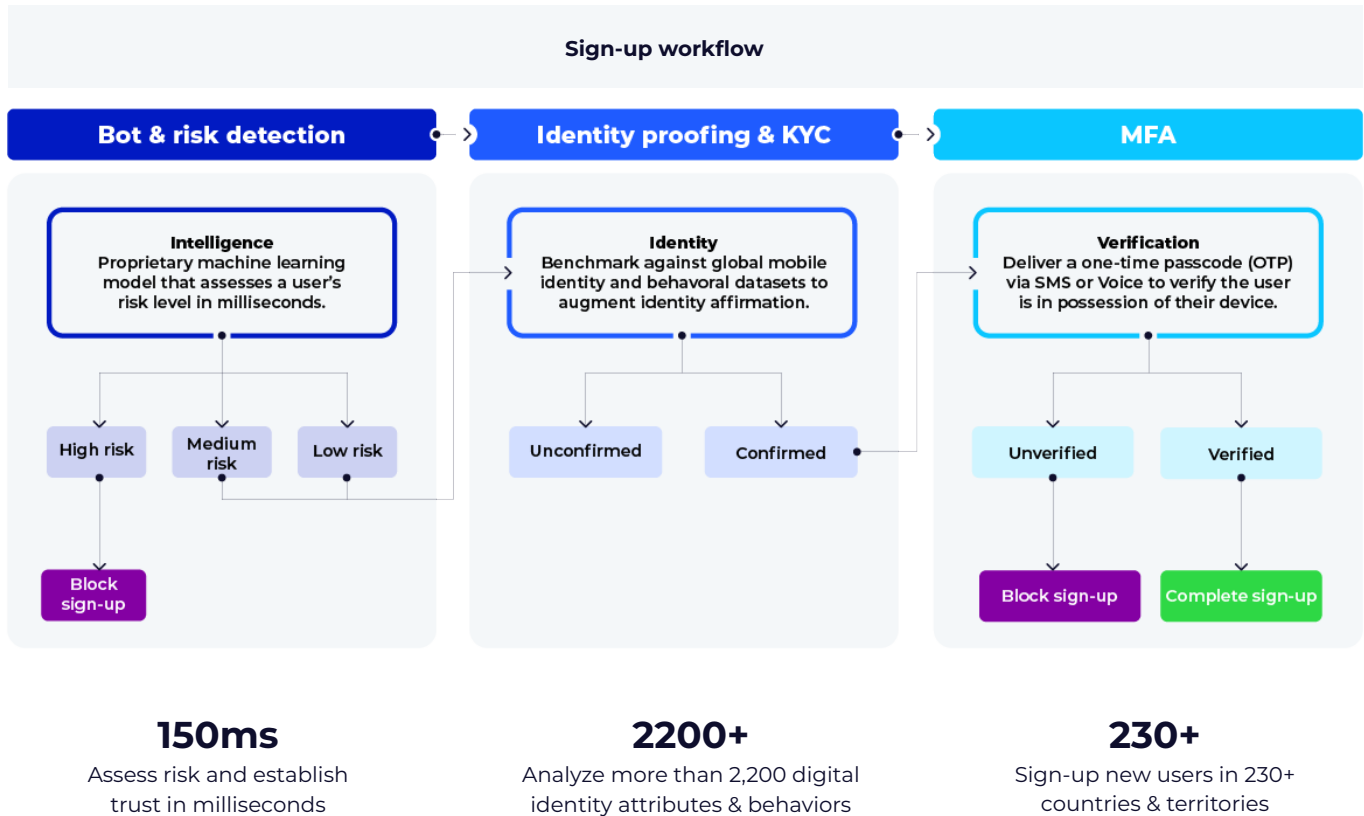
### Operational threats

Fake users erode the experience of legitimate customers and could leave your company working overtime to assess and mitigate fraud.

# The Telesign Trust Engine

Telesign's Trust Engine gives you the simplicity your customers expect and the security you need. The Trust Engine instantly assesses the risk, verifies the identity, and authenticates every new user that enters your ecosystem. With Telesign, you can be confident that you're onboarding real users that contribute to your bottom line.

## How it works



*“Telesign is part of our ongoing efforts to improve trust, security, and quality on our platform.”*

**Gali Gelber**

Head of Trust & Safety Fiverr

**fiverr.**

## How Fiverr uses Telesign to build a marketplace anchored by trust

- ✓ Deliver a flexible, frictionless customer experience
- ✓ Flag and block risky users at sign-up
- ✓ Reduce unauthorized withdrawals by more than 60%

Sources:

1. McKinsey
2. IBM
3. Fraud & Payments Reports, Outseer

 **telesign**

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