

VALUE OF COMMUNITY DATA DURING COVID-19 TIMES

Community data is an integral part of optimal risk decisioning – without it you are operating in isolation.

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MARCH 12, 2020

Travel ban announced which caused panic buying by travelers globally attempting to return to their homes¹

Transaction patterns in the airline and travel industries changed overnight

Significant changes from roundtrip to one-way travel booked

Significant decrease in time from purchase to travel – with travelers booking and then flying within hours



Source

¹ <https://www.nytimes.com/2020/03/12/travel/coronavirus-travel-ban-paris.html>

^{2,3} Accertify travel consortium data

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STRANDED TRAVELER

- ➔ Payment card never used at airline
- ➔ High transaction amount (>\$9k)
- ➔ Travel in < 3 hours purchase
- ➔ One way ticket
- ➔ Email <> Passenger Name <> Billing Name
- ➔ High Risk Route

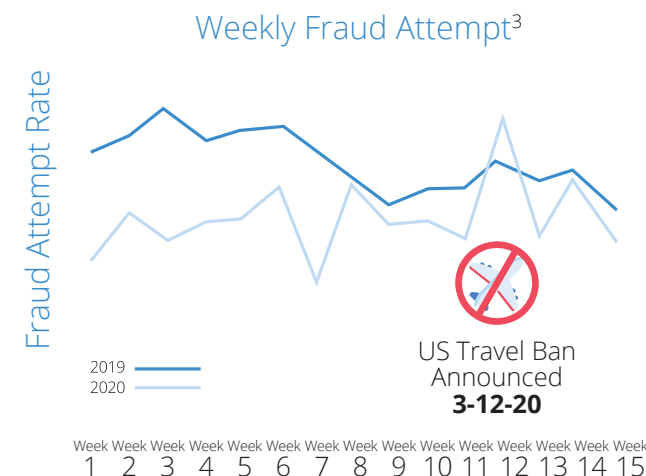
OUTCOME:

Scoring without community data would have declined this transaction; due to the community data this was put in context and approved²

3

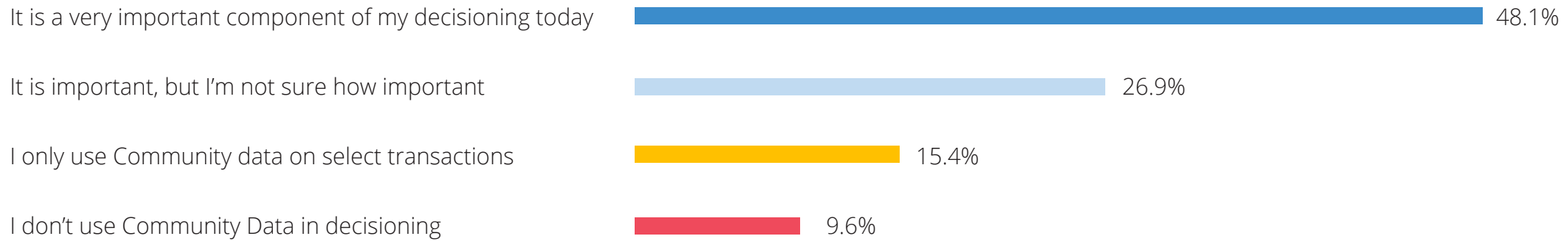
TRAVEL CLIENT IMPLEMENTED MACHINE LEARNING+ COMMUNITY DATA IN JULY 2019

Spike in fraud activity seen immediately following travel ban announcement

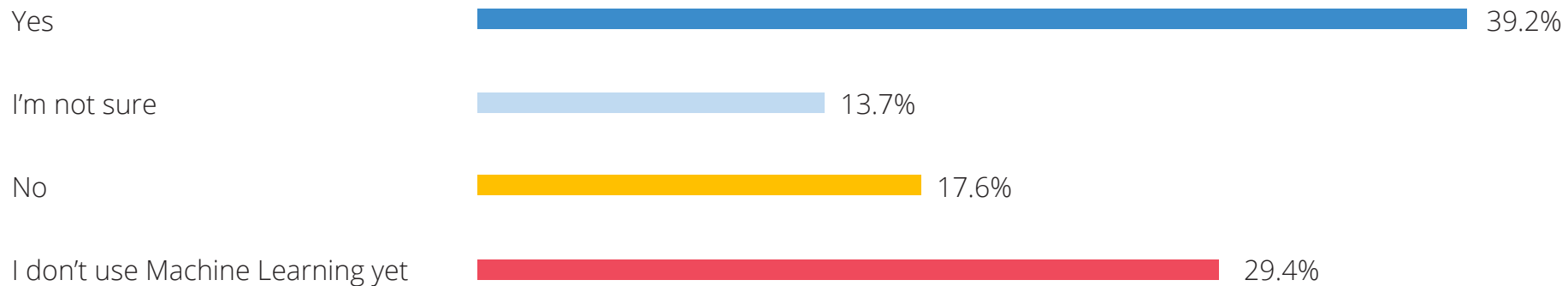


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How important do you rank Community Data within your decisioning today?



Do you worry about your Machine Learning model not appropriately acting to the COVID change in transaction behavior/volumes?



Results based on anonymized polls conducted during Accertify webinar April 23, 2020. Information relevant at date of Poll