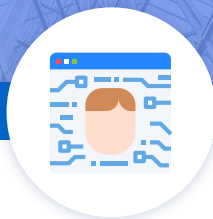


Accertify Digital Identity



Rise in Identity Fraud – Risk to your business

In the last few years alone, billions of email addresses, passwords and other personally identifiable information have been exposed on the dark web. As a result, criminals have harvested this data to execute sophisticated attacks designed to take over existing accounts or fraudulently open new ones. These acts are estimated to cost US firms over \$5bn annually¹.

To combat these problems, many businesses utilize a number of solutions to help prevent fraud, reduce loss and enhance the customer experience. However, juggling multiple vendors can be costly, present a fragmented risk picture, and can introduce unwelcome friction for your best customers. With a constantly-evolving threat landscape, it is imperative for businesses to partner with a company that provides an end-to-end solution across the entire customer journey.

Strike the right balance.

Accertify Digital Identity is designed specifically to protect against fraudulent account openings and account takeover attacks. From the moment a customer enters the digital environment, ADI works in a frictionless way to provide real-time end-to-end insight, distinguishing good from bad activity.

Accertify Digital Identity increases trust on an online transaction by answering these five questions:



Protect your brand. Protect your customer.

With mega-breaches taking place regularly and bot attacks on the rise, it can be very difficult to identify your best customers. Whether you are an online merchant, an airline with a large rewards program, an e-gaming site looking to attract new customers, or a financial institution struggling with fraudulent account openings – Accertify can help.

Trust Accertify.

accertify.com

Contact info@accertify.com for more information and to get a demo of Accertify Digital Identity.

¹4. September 2019: <https://securityintelligence.com/why-fraudsters-are-flying-high-on-airline-loyalty-programs/>