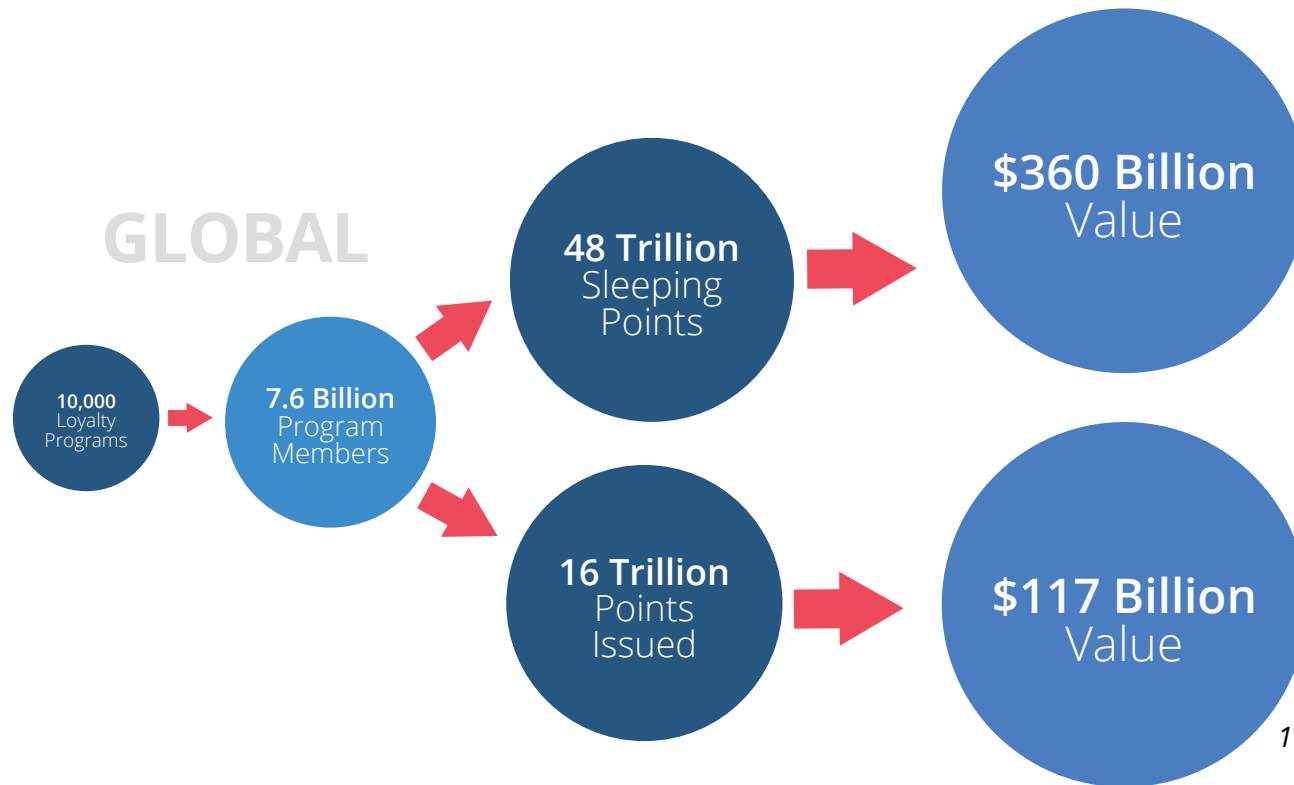


WEBINAR HIGHLIGHTS

PROTECTING YOUR CUSTOMER'S ACCOUNTS & HOW TO LEVERAGE THE 5 PILLARS OF DIGITAL IDENTITY TO STOP ACCOUNT TAKEOVERS



ACCERTIFY'S PILLARS OF DIGITAL IDENTITY



DEVICE

What device are they using?



CONNECTION

How do they connect to your site?



LOCATION

Where are they coming from?



BEHAVIOR

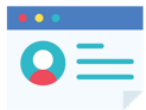
How are they interacting with the site?



REPUTATION

Do we have past transaction history?

It is getting more and more difficult to distinguish trusted customers from fraudsters.



There were 7,098 publicly disclosed data breaches in 2019 exposing 15.1 billion records²



Fraudsters are using compromised credentials to access valid accounts or create fraudulent new accounts



The surge in credential stuffing and automated bot attacks makes this problem grow exponentially³

Source

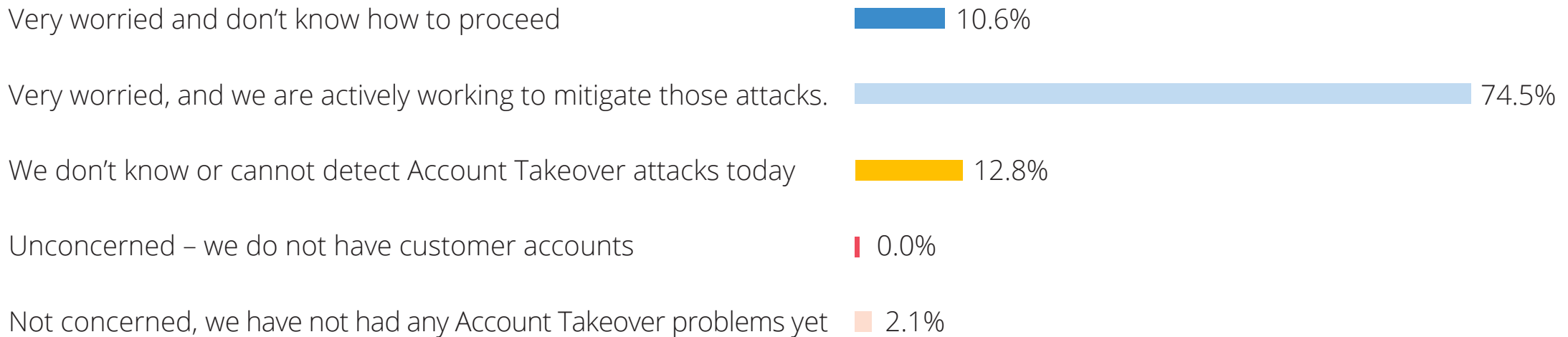
¹ <https://bit.ly/2EHphgz>

² <https://www.helpnetsecurity.com/2020/02/11/2019-reported-breaches/>

³ <https://www.akamai.com/uk/en/campaign/credential-stuffing-is-on-the-rise.jsp>

PROTECTING YOUR CUSTOMER'S ACCOUNTS & HOW TO LEVERAGE THE 5 PILLARS OF DIGITAL IDENTITY TO STOP ACCOUNT TAKEOVERS

How worried are you about Account Takeover attached on your business?



Results based on anonymized polls conducted during Accertify webinar July 16th, 2020. Information relevant at date of Poll

