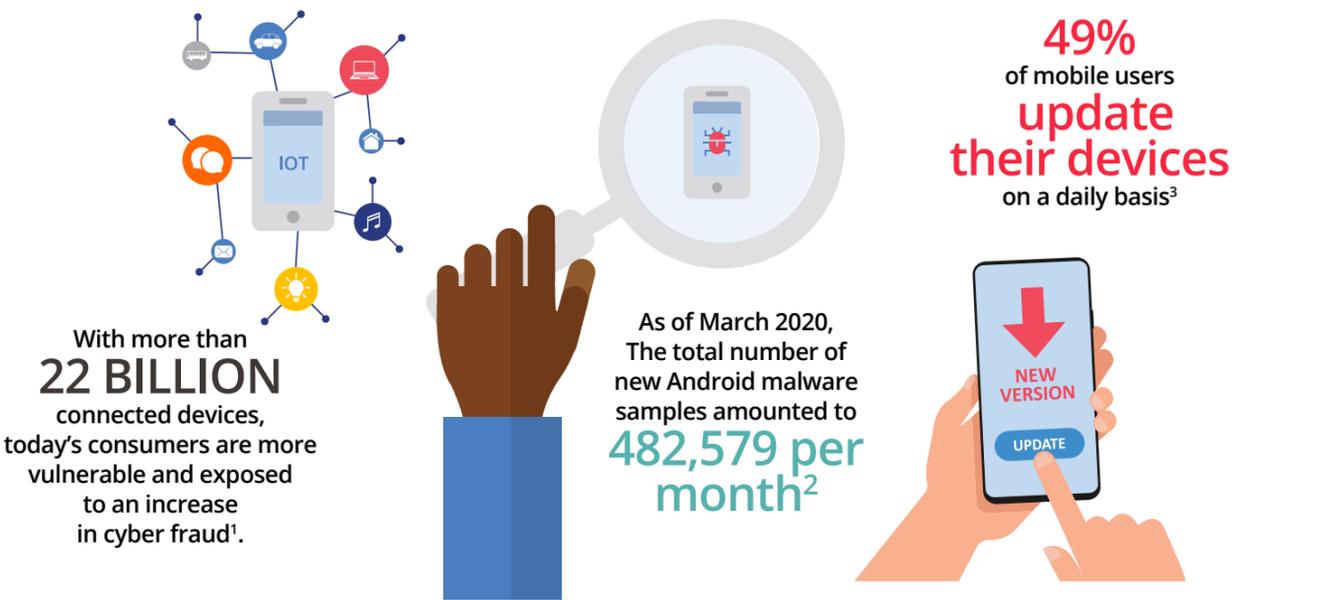


# FORTIFYING DIGITAL CHANNELS WITH DEVICE INTELLIGENCE

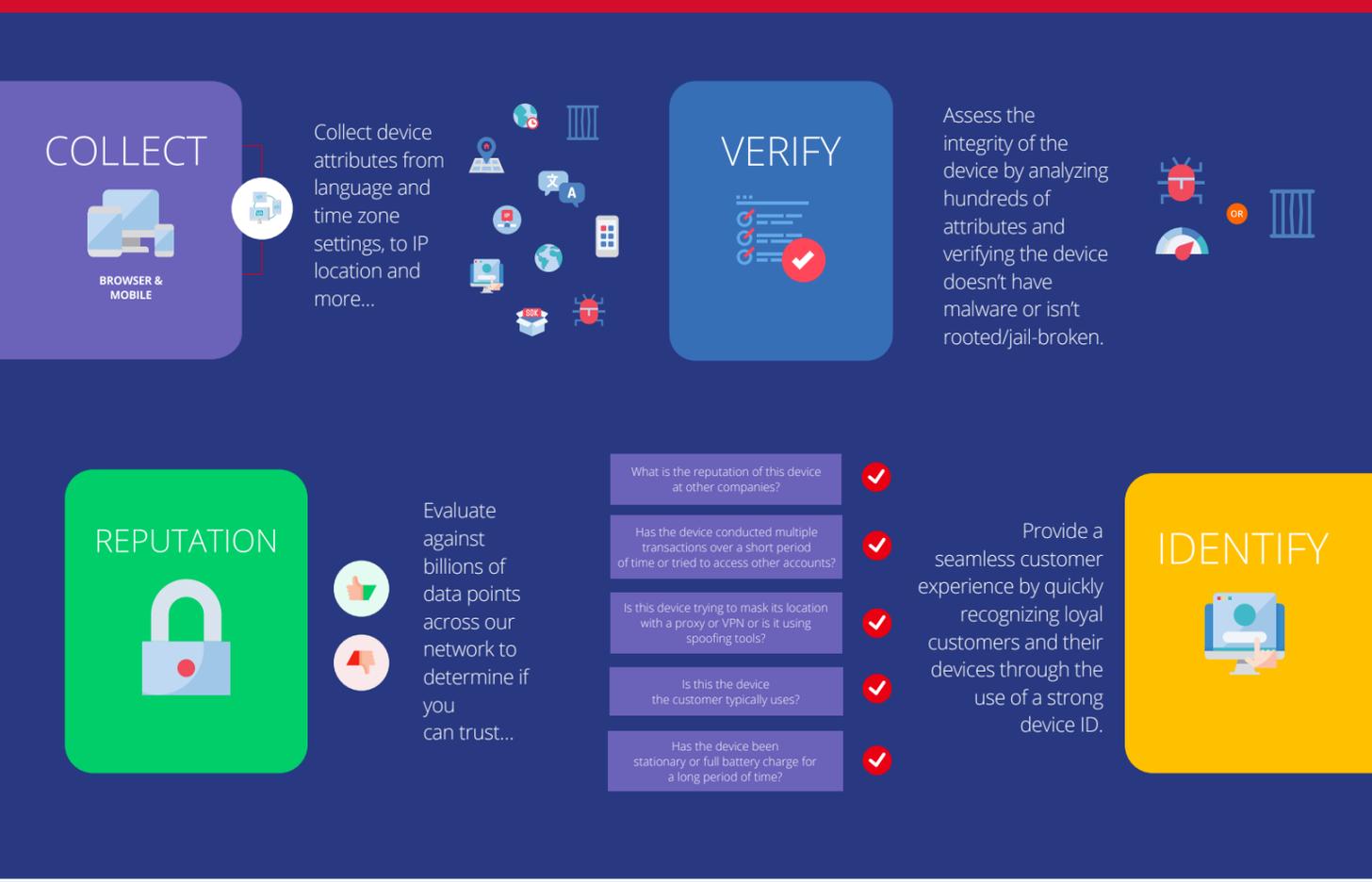
Accertify's latest webinar discussed how device technology and user behavior analytics can help identify risks in new account openings as well as how to recognize good customers. Understand tools that can be used to identify the digital footprint of your customers, monitor new account fraud, and reward your loyal customer base in their web/mobile app user journeys.

## It is getting more and more difficult to identify all devices



<sup>1</sup> <https://www.businesswire.com/news/home/20190516005700/en/Strategy-Analytics-Internet-of-Things-Now-Numbers-22-Billion-Devices-But-Where-Is-The-Revenue>  
<sup>2</sup> <https://www.statista.com/statistics/680705/global-android-malware-volume/>  
<sup>3</sup> <https://www.kaspersky.com/blog/device-updates-report/>

## Accertify Device Intelligence



## Applying User Behavior Analytics

**Typing Cadence**

We all have a cadence to how we type our personal data e.g. name, email address etc. Long pauses and multi-use of delete key demonstrate unfamiliarity with the data.

**Modifier Keys**

Is the user pressing a large number of modifier keys? Analyzing whether data is being pasted into fields or whether the user is tabbing between windows to access stolen data is a key indicator of risky human interactions.

**Mouse Movement**

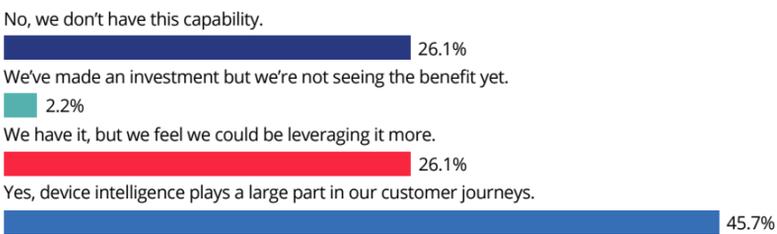
Registration pages aren't regularly filled out by good users. They will often travel further with a mouse due to unfamiliarity. Shorter distances travelled by a mouse show a familiarity of repeatedly filling out these pages.

**Field Order**

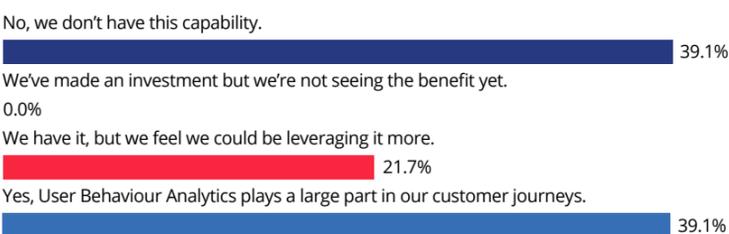
When someone fills out information online, good users will update fields in a systematic top-to-bottom order. Bad actors don't follow a logical order, instead jumping from field to field based on the arrangement of the info they collected.

## Polls

### Does your company currently utilize device intelligence today?



### Does your company currently utilize User Behaviour Analytics today?



Polls taken from Accertify Webinar on 23rd September, 2021.

