veridu

Verified Onboarding

Is your focus on user experience leaving you open to fraud?

Fake user accounts, profiles or listings, are often tolerated by businesses as an inevitable aspect of operating online. Why? Because traditional identity verification adds friction to the sign-up process that puts off legitimate customers, not just the fraudsters. If this sounds familiar, it's time to think again.

In 2015, incidences of new account fraud more than doubled and now accounts for 20% of all fraud losses.[1]
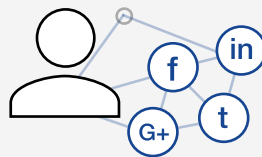
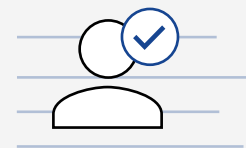## How Verified Onboarding Works

Single sign-on

A user signs into their social or online accounts.

Machine learning analysis

Veridu gathers and analyses the data contained in these accounts. The user's identity information is scored for credibility.

Instant feedback

You receive this information back instantly for fast, informed onboarding decisions.

Fake accounts are not just a nuisance - they lead to increased fraud and a host of other unwanted behaviour including fake listings or reviews. If you choose not to manage this issue, you're putting your business at risk.

Sign in or register to donate

Sign In   Register id

Why Veridu?

- **It's frictionless**, unlike SMS/email verification codes, sharing ID documents or filling out long forms.

- **It's global** and covers all demographics, even those with thin credit files or without government issued identity documents.

- **It's cost-effective**, significantly less than traditional identity providers and credit reference agencies.
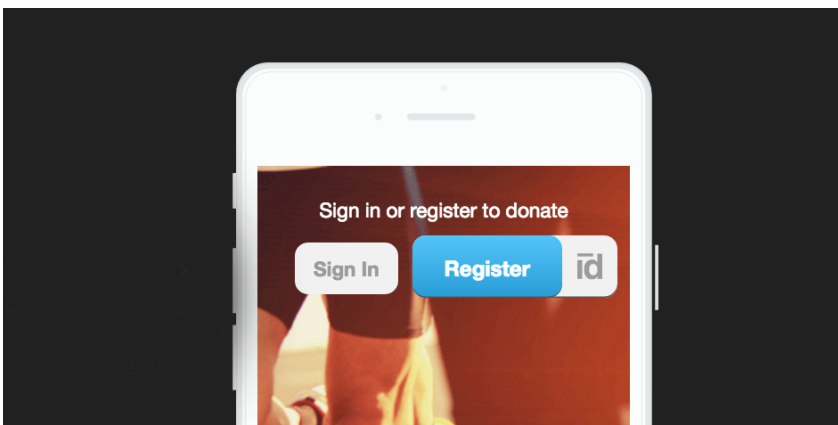
Learn more
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[1]2016 Identity Fraud Study, Javelin Strategy & Research