



No more fake listings

It's all about trust when it comes to marketplaces. Not just trust between peers, but the trust users have in your platform. They want to trust that what they see is what they'll get - whether it's a place to stay, a car to borrow, or a designer handbag. For your marketplace to be successful you need to create and nurture this trust.

*31% of users have abandoned a transaction because they didn't trust the other party.**

As you grow, however, so does interest from fraudsters. Fake profiles and listings put your platform at risk of soaring chargeback rates, negative media coverage and potentially even failure.

Robust identity verification is a critical step in keeping these fraudsters off your platform, but for many marketplaces, the cost, effort and impact on user experience outweigh the benefits.

Build trust, build traction with Veridu

Veridu provides social media identity verification solutions that allow you to identify all users of your platform quickly, cost-effectively and without creating friction in the onboarding process.

*35% of users have abandoned a transaction when creating an account took too long.**

Single Sign On + (SSO+)

Think of this as SSO on steroids. As well as simplifying the sign-up process, SSO+ seamlessly verifies identity and detects fake social media profiles.

Challenge

This provides you with an additional layer of protection, by adding a simple verification step when the situation requires - perhaps at the point of payment or withdrawal.

How does it work?

It couldn't be easier. All your users need to do is sign in to various social and online accounts. We gather, analyse and score the data contained in their digital footprint and feed this back to you. These scores can be integrated into your existing onboarding or fraud prevention processes to drive automation and efficiency.

Want to know more?
Contact hello@veridu.com

* Sharing Economy Consumer Insights, Veridu 2016