Increased a Fraud Platform's Product Revenue by 5% in Less Than Two Weeks

How a Leading eCommerce Digital Verification Provider Improved Their Fraud Product Using Fideo Intelligence

The Challenge

A leading global provider of eCommerce digital verification solutions, helping the world's largest retail brands fight fraud, struggled to recognize fast-changing digital identities in their identity protection process.

The Solution

By leveraging Fideo Signals, the company recalibrated their machine-learning-powered fraud detection product line, enabling them to identify fast-moving and historically hard-to-recognize digital identities that tend to be a high-risk category of consumers. Five percent more fraud is now flagged, leading directly to 5% more revenue and a better customer journey.

The company had its clients provide encrypted emails, and Fideo returned (during client checkout and account creation processes) their Fideo Signals API data—providing, in real-time, digital data related to consumer-hashed emails that allowed for fraud screening without sacrificing speed during the transaction or causing unnecessary friction for the end user/consumer.

Fideo Signal's API data includes:

- Email metadata and age
- Location patterns
- Social media presence
- Phone metadata

- Demographic indicators
- Behavioral patterns
- Professional data
- Household demographics

Key Results

2 weeks
to viable recurring revenue stream

Fideo designed and executed a POC to make the product a viable recurring revenue stream in 2 weeks.

15% increase
in total transactions recognized

The company's clients saw a 15% increase in total transactions recognized, 21% in the U.S. alone.

5% increase
in fraud detection

Customers experienced a 5% increase in fraud detection using the new Signals-powered product.

About Fideo

Fideo is an Intelligence company that provides crucial intelligence to protect people, businesses, and communities. We power real-time identity verification and fraud prevention for platforms serving the fraud and finance sectors, communication companies, the intelligence community, and SMBs. Fideo's trusted intelligence safeguards customers, protects revenue, simplifies security, informs algorithms, and helps businesses conduct thorough investigations. **Connect with us at fideo.ai.**

Fideo