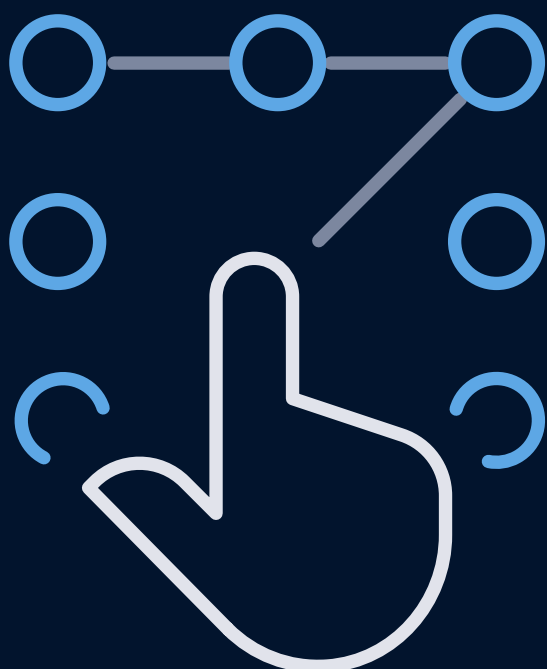


The Goal: Frictionless Customer Experience

The Challenge: More Orders =
More Fraud =
More Friction

The Solution: Adaptive Trust in
Identity Verification



Solve the Consumer Identity Problem
To Solve the Fraud Problem



Jumbled Data Points
Account Takeovers
Manual Reviews
False Positives
Chargebacks

How Do You Know Who Is
Originating Each Order?

70%

Merchants who manage
their own manual
reviews*

44%

Merchants who decline
more than 10% of their
manual reviews*

21%

Transactions that look
suspicious*

*2021 Pipl Ecommerce Survey

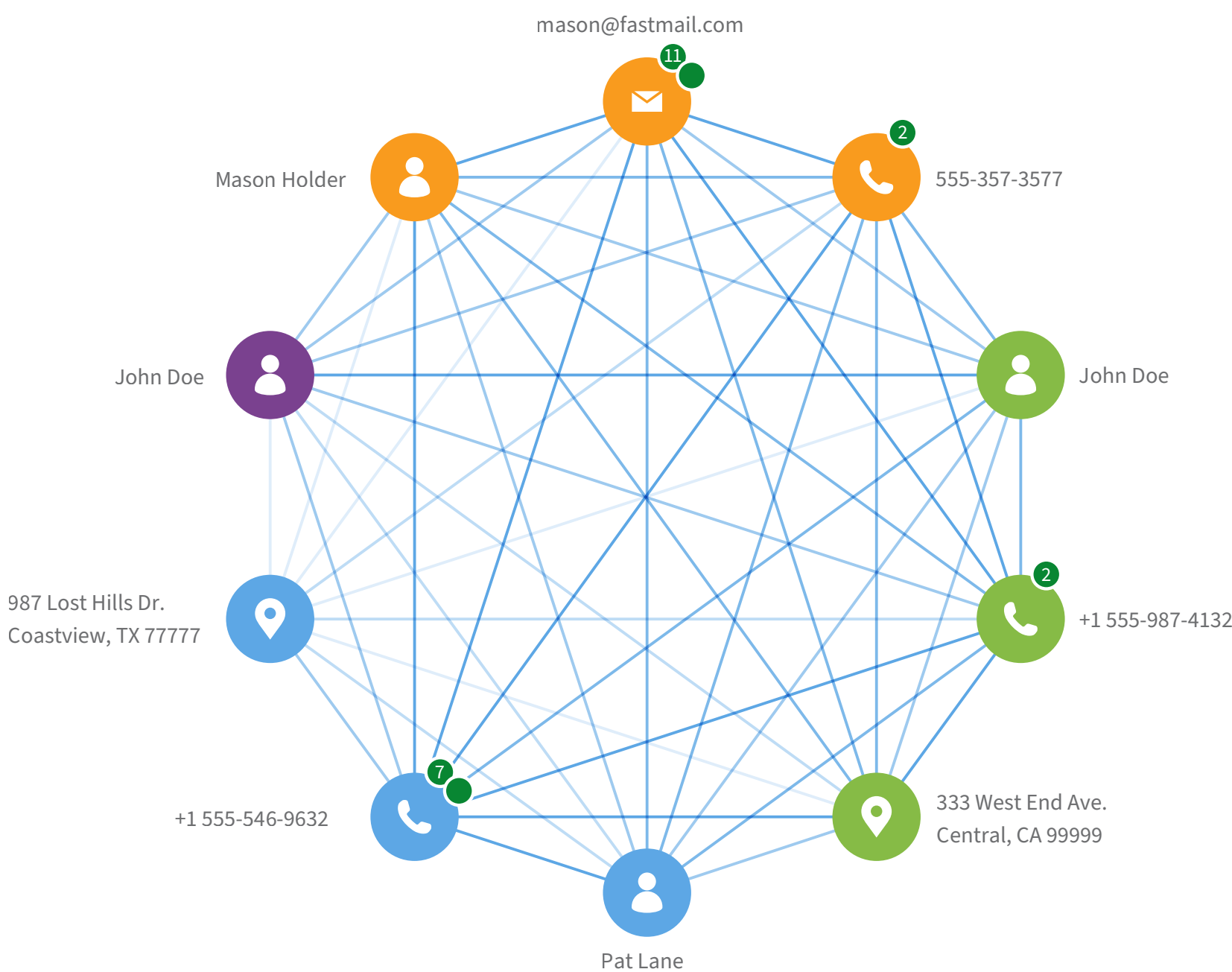
Old & Inefficient Manual Review Process

- Slow and cumbersome
- False positives
- Upset customers
- Reputation tarnished
- Lost future sales

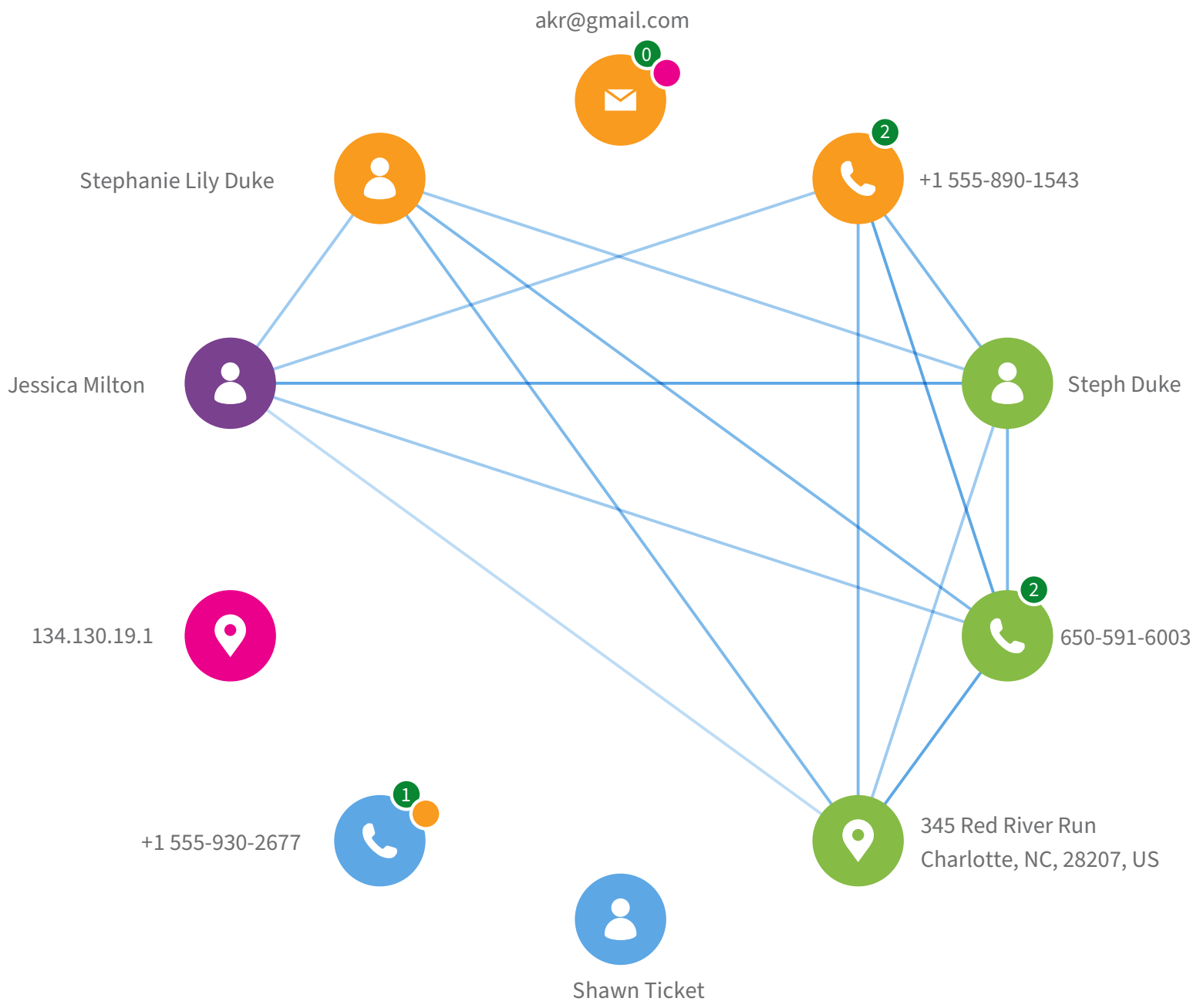


Establish Trusted Identities

TRUSTED



NOT TRUSTED



Fraud prevention is evolving from focusing on each transaction to establishing trusted consumer identities. Merchants need an easy-to-evaluate, dynamic graph detailing trust/risk for each consumer in order to make quick decisions on transaction approvals, decrease friction and increase profitability.

For more information, visit pipl.com/trust

