

Trusted Signup: Are You Leaving the Front Door of Your Business Unlocked?

Consumers have grown accustomed to frictionless online experiences, especially signing up for accounts. Companies eager to attract new accounts leave the front door to their business wide open while securing the “interior rooms” with fraud-defense and intrusion-detection tools. Consumers and online scammers can walk right in. Pipl Trust protects that front door while allowing quick entry for trusted consumers.



Online profile
misrepresentation
grew **6.5%** between
2019 and 2021¹

Trust Who You're Letting In

Pipl Trust ensures that when potential customers come knocking, businesses can trust they are who they say they are, quickly and easily.



Embed frictionless
trust evaluation
at signup



Establish identity
trust for
good consumers



Automate data
scoring for confident
decisioning



Stop bots and
bad actors before
they get in

Frictionless Journey for Trusted Consumers

Establish trust at signup to give consumers seamless experiences throughout the rest of their journey while monitoring every step along the way.



Purpose-built
solutions for every
digital interaction



Deliver faster,
smoother consumer
experiences



Fine-tune decision
thresholds for
individual actions



Augment manual
review with powerful
insights



LOGIN

The average
social media
user has **8.4**
social network
profiles⁴

SUBSCRIBE

Netflix estimates **100 million households worldwide** (1/3 of its users) are streaming for **free** because of password sharing³

PURCHASE

168%: year-over-year increase in complaints of fake investment scams on social media from 2020-2021²

References:

1. TransUnion 2022 Global Digital Fraud Trends report, March 2022
2. Top Ten Scams, Fraud!.Org, Feb. 2022
3. As Shares Plunge, Netflix Takes Aim at Password Sharing, Ads, U.S. News & World Report, April 2022
4. Number of Social Media Users in 2022/2023: Demographics & Predictions, Finances Online, 2021

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