



Case Study: Real-Time Verification and Data Installation in Tandem

A leading provider of identity verification and fraud detection services for 1000+ financial technology institutions sought to eliminate identity fraud for every applicant on the internet by verifying real people in real time.



Learn more at
fullcontact.com

? Challenge

The leading fraud algorithms require deep and accurate metadata intelligence and continuous signal analysis within their machine learning to prevent real-time fraud attacks. They need a provider that can help train their models while also integrating in real time for live fraud prevention.

⚙️ Solution

FullContact is the core identity spine and digital behavioral data provider for provider's fraud algorithms.

All entity data is maintained at the person level using FullContact Resolve.

Entity data elements, including terrestrial and digital identifiers, along with demographic data are used to curb fraud and combat synthetic account creation.

FullContact is able to process activity signals to influence the relationship confidence between entity fragments and shares this intelligence with the provider to make real-time anti-fraud decisions.

