

HIDDEN IDENTITY

MITIGATING FRAUD IN THE NEW DIGITAL AGE



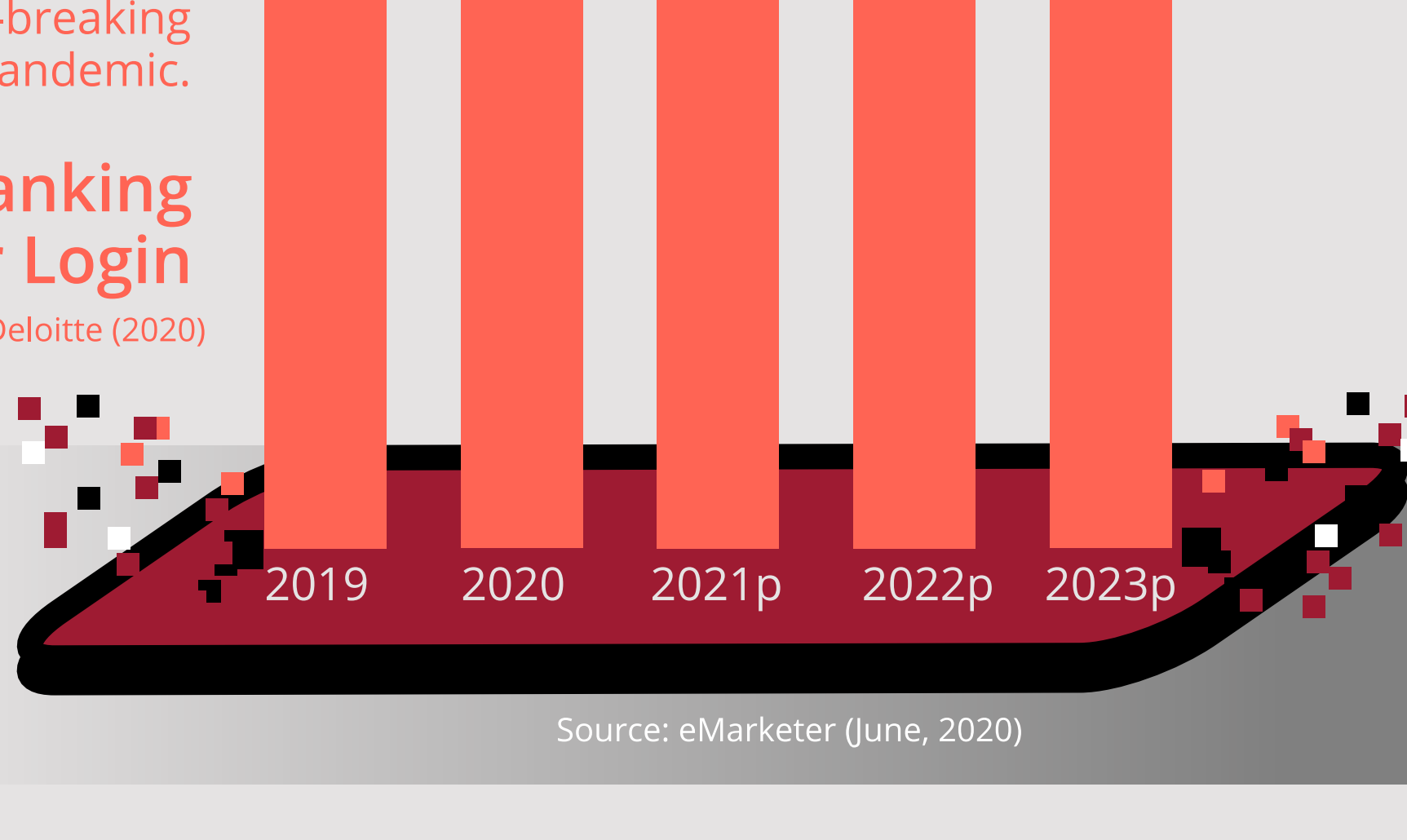
Since the start of the COVID-19 pandemic, online spending has transformed.

Unfortunately, an increase in online transactions means that digital fraud is accelerating.

U.S. banks experienced record-breaking mobile logins during the pandemic.

Digital Banking User Login

Source: Deloitte (2020)



As more and more people interact with companies exclusively online, businesses must adapt.

UNDERSTANDING HOW FRAUD AFFECTS YOU

Here are some trends impacting lenders, service providers, and the government.

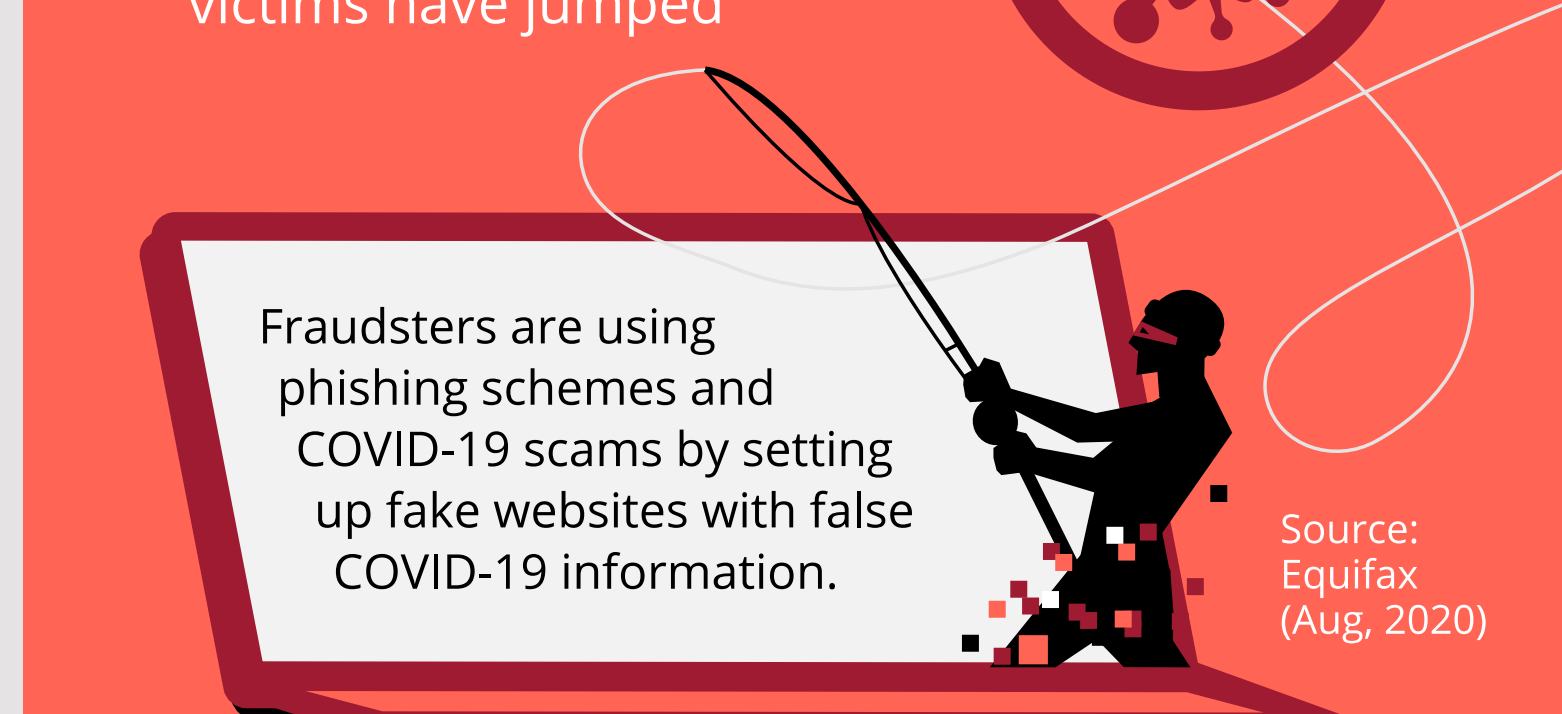
CREDIT CARDS

Since 2018, new account fraud has spiked for credit cards



NUMBER OF VICTIMS

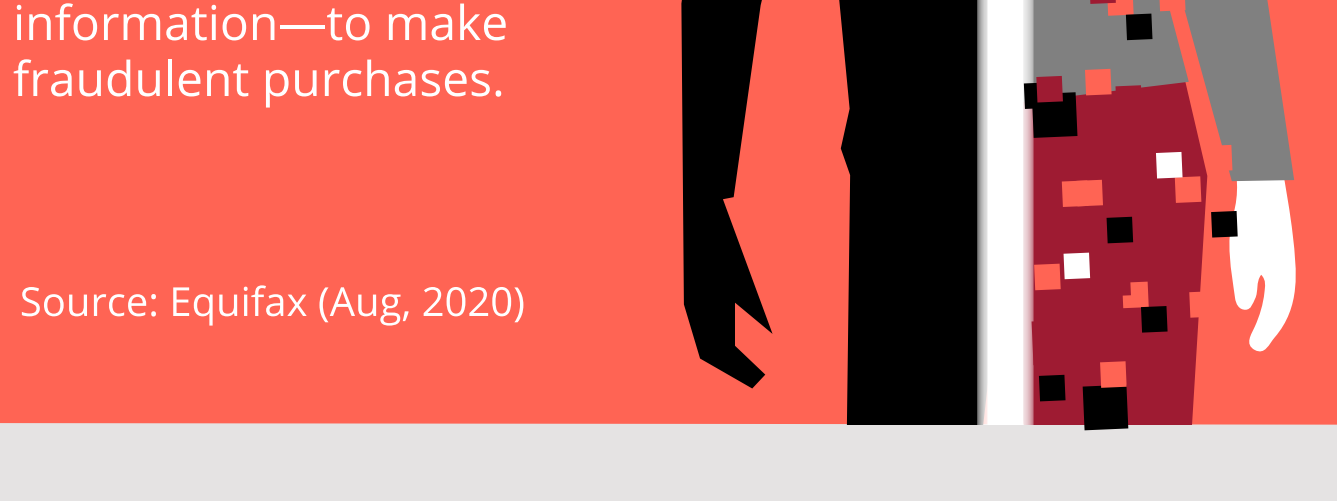
During COVID-19, the number of reported fraud victims have jumped



SYNTHETIC IDENTITY RISK

36% of people with good credit are being manipulated

Synthetic identity fraud is when criminals construct a fake identity—based on both real and fake information—to make fraudulent purchases.



Source: Equifax (Aug, 2020)

AUTHORIZED USER RISK

As the pandemic unfolded, authorized user abuse increased

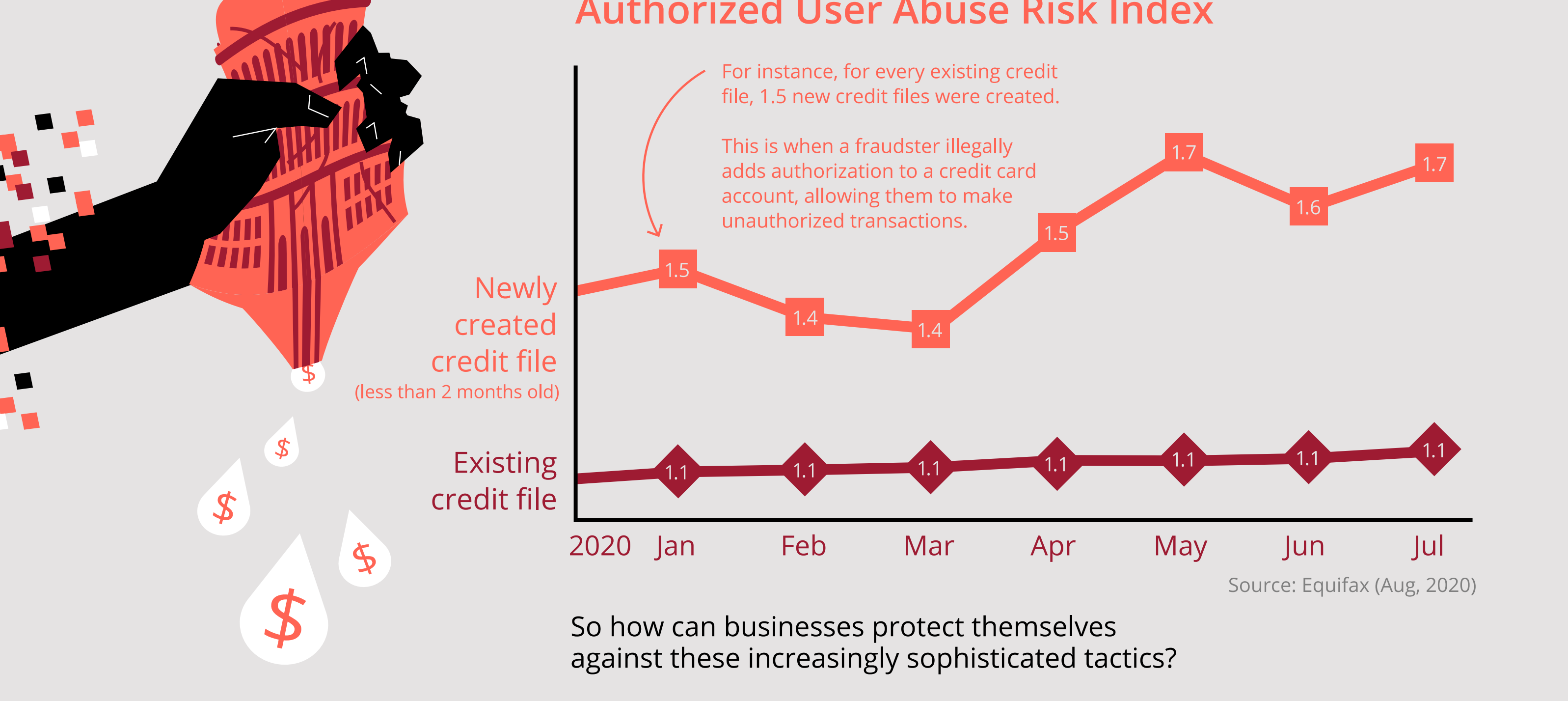
This is when a fraudster illegally adds authorization to any account such as a checking, credit card or ecommerce account—allowing them to make unauthorized transactions.



Source: Equifax (Aug, 2020)

COVID-19 fraudsters are stealing and utilizing unemployment information to siphon money from the government through falsified accounts.

Authorized User Abuse Risk Index



So how can businesses protect themselves against these increasingly sophisticated tactics?

NAVIGATING THE RIGHT BALANCE

First, it's important to understand the consumer lifecycle journey.

Typically, pain points across this cycle fall within two camps

Customer experience

Delivering an optimal experience at the registration stage

Solution

Businesses can ask consumers to supply less personal information

Instead, apply behind-the-scenes data collection to verify identity

Conduct passive checks before verifying identity

Security protections

Registration
Log-in/Authentication
Payment

Solution

Utilize identity information to streamline the registration process. This can reduce the amount of input a customer needs to provide

Leverage device facial recognition or fingerprints for login ease

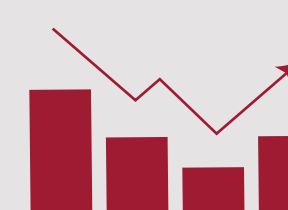
Use digital signals such as device or location without compromising risk



As a result, these can improve businesses':



MONETIZATION VALUE



BOTTOM LINE

Pinpointing these specific, layered solutions can make the difference between winning over a new customer or not—without sacrificing your security.



WHAT HAPPENS NEXT?

STRIKING THE RIGHT BALANCE BETWEEN CUSTOMER EXPERIENCE AND SECURITY CAN BE HARD.

But what took place when these solutions were implemented?

73% drop in fraud risk indicators

DOUBLE-DIGIT jump in credit approvals

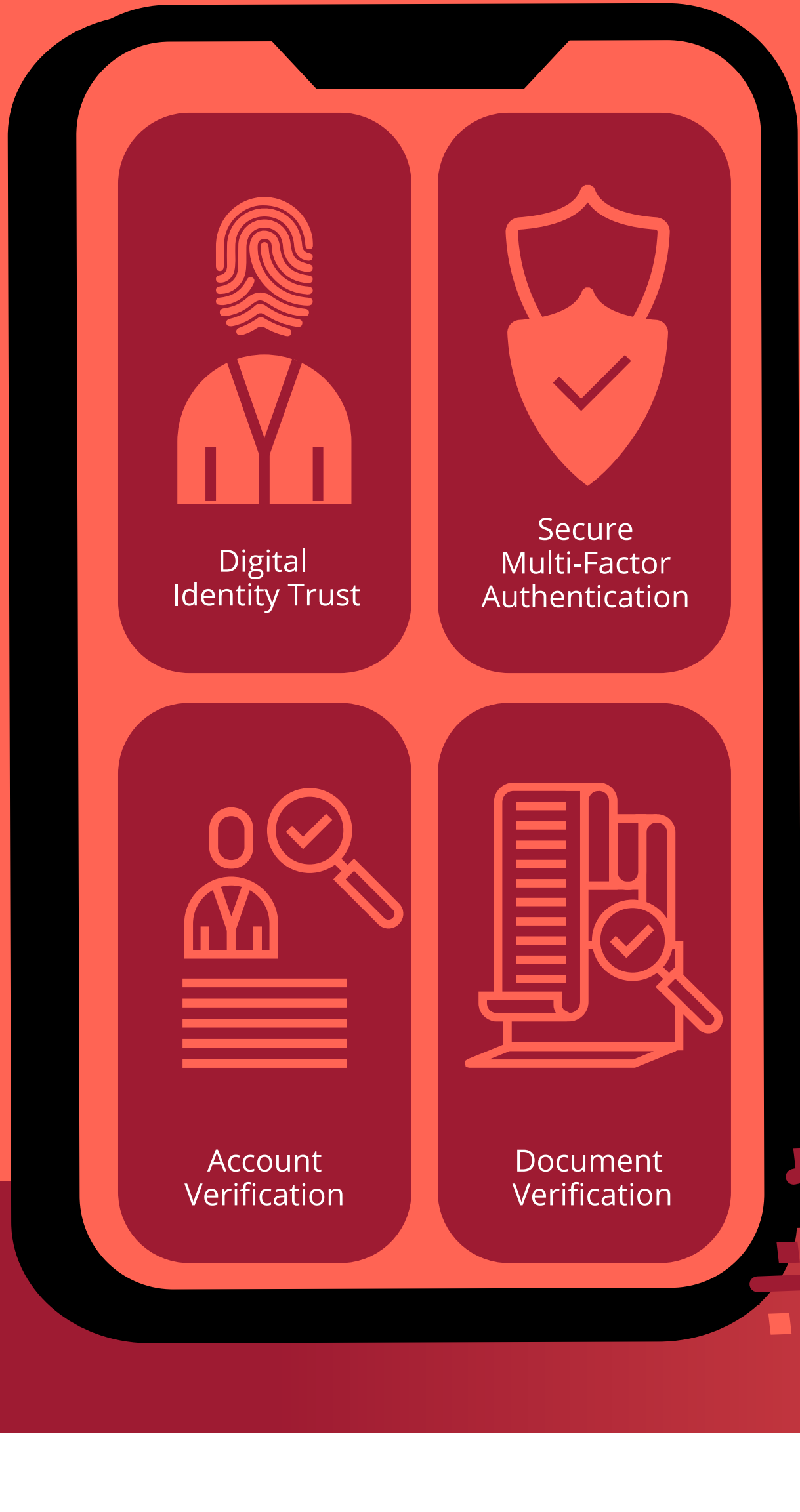
30% fall in overhead costs linked to expensive application reviews



Source: InstaTouch® results as reported by an Equifax client.

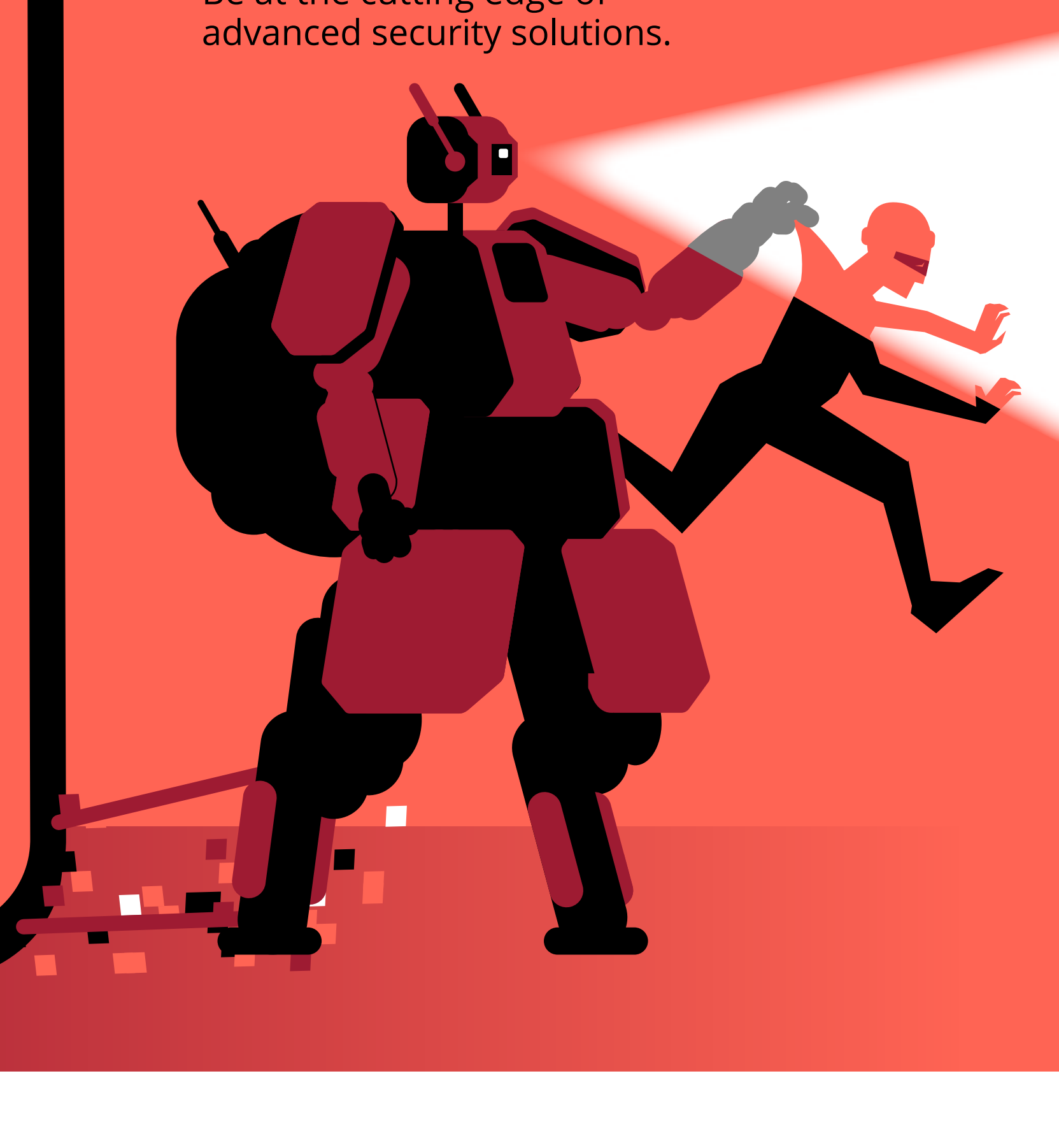
WHILE SOPHISTICATED IDENTITY THREATS ARE ON THE RISE

EQUIFAX OFFERS A NUMBER OF INDUSTRY-LEADING SOLUTIONS.



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The new digital frontier is only getting more challenging. Be at the cutting edge of advanced security solutions.



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