

# Drive Growth

with Collaborative Intelligence

Gain a more comprehensive understanding of identity  
with external context of consumer behavior and activity



Cross-industry  
insights



Real-time and  
historic data



Global coverage from  
over 280 countries  
and territories



Intelligence on  
core customer  
touchpoints

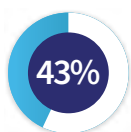
Consumers increasingly  
expect enhanced  
security with a superior  
customer experience  
at every interaction.

Is your business  
delivering both?

## The High Stakes of Missing Customer Expectations

- **37%** of consumers have abandoned online account creation due to mistrust<sup>1</sup>
- **75%** of organizations struggle with customer experience due to fraud risk mitigation controls<sup>2</sup>
- **75%** of organizations are spending more on fraud management and compliance due to increasing fraud<sup>3</sup>
- **\$3.91** is the actual financial impact of every \$1 of fraud loss, on average<sup>4</sup>
- **19%** is how much human-initiated fraud attacks increased between 2022 and 2023<sup>5</sup>

Joining a collaborative intelligence network can help you  
to better differentiate between risk and trust

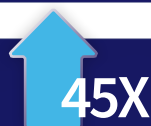


### Increased fraud detection

by combining physical and digital  
collaborative network data versus  
singular approaches.<sup>6</sup>



Greater chance of **capturing high-risk transactions** by combining  
physical, email and device insights versus individual analysis.<sup>6</sup>



**Higher-than-average fraud risk** detected by combining  
our email and physical data.<sup>6</sup>

## Profound Coverage



- **124B** transactions
- **5B** email addresses
- **3.4B** digital identities
- **3.4B** IP addresses
- **2.8B** phone numbers
- Spanning **200** countries and territories
- **10,000+** new identity elements added each day
- **24B** U.S. consumer events; **2B** events/year

*The numbers presented originate from discrete sources within the LexisNexis® Risk Intelligence Network*

## Precise Fraud Truth Data



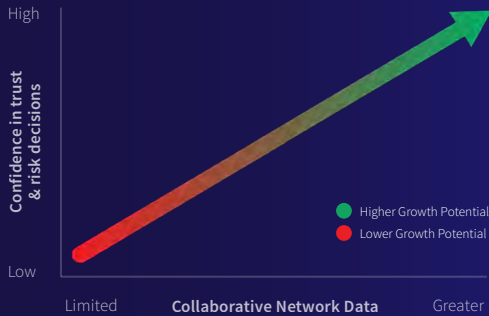
- **25+** million frauds associated  
with email addresses
- **32+** million frauds associated with PII
- **102+** million frauds associated with devices<sup>7</sup>

1. BAI.org  
2. LexisNexis® True Cost of Fraud™ Study 2023  
3. LexisNexis® True Cost of Fraud™ Study 2023  
4. LexisNexis® True Cost of Fraud™ Study 2023  
5. LexisNexis® Risk Solutions Cybercrime Report 2023  
6. Based on internal analysis.  
7. Includes malicious reviews, suspicion of fraud  
and confirmed fraud over one year.

## Sustainable and continuous trust and risk assessment is critical to achieve your business's goals

Join thousands of organizations that leverage AI-driven analytics powered by one of the world's largest collaborative intelligence networks. Enrich your decisioning with greater intelligence and insight from consumers' interactions and transactions elsewhere, building trust and supporting more sustainable growth.

### INCREASE GROWTH POTENTIAL VIA TRUST



**Reduce abandonment and customer-acquisition costs** by speeding up customer onboarding.



**Increase conversions and depress churn** by making customer experiences more convenient, beginning at account login.



**Improve operational efficiency** by reducing unnecessary manual reviews and API calls.



**Keep fraud within tolerable limits** by detecting more malicious identities.

For over two decades, LexisNexis® Risk Solutions has been facilitating a collective view of physical and digital identity activity, legitimacy and confirmed fraud via broad and deep multi-dimensional data for global organizations.



**The LexisNexis® Digital Identity Network®** graph provides a global view of consumer digital footprint and device usage via more than 100 billion transactions analyzed annually.



**LexisNexis® Emailage®** global digital insights and shared transaction history draw on more than 5.9 billion digital identifiers.



**The LexisNexis® Inquiry Identity Network** delivers 17 million reported frauds and over 24 billion consumer application events, representing 99% of the adult population in the United States.

We have been the trusted custodian of personal consumer information, application data and subsequent performance data from our clients for more than 20 years.



9 of the world's top 10 banks



5 of the 10 most visited ecommerce sites



The #1 most visited streaming service in the world



Top 15 gaming operators

To help drive sustainable growth via a more robust view of physical and digital identity, call 408.200.5755 or visit [risk.lexisnexis.com/fraudandidentity](https://risk.lexisnexis.com/fraudandidentity)

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit LexisNexis Risk Solutions and RELX.

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