

CASE STUDY

Securing Scalable Growth in a
Dynamic Fraud Landscape with
LexisNexis® ThreatMetrix®

At a glance

Crypto.com is one of the world's largest cryptocurrency platforms, with more than 140 million users across more than 100 jurisdictions. Crypto.com is also its industry's leader in regulatory compliance, security and privacy, with more than a hundred licenses, certifications, registration and regulatory approvals globally. Maintaining strong privacy, security and compliance standards is paramount for Crypto.com as they prioritize expedited customer experiences and real-time fraud prevention.

Client

Crypto.com

Industry

Global cryptocurrency service provider

Challenge

- Prevent fraud in real time
- Accelerate high-volume onboarding and transactions
- Minimize manual reviews and investigations
- Reduce chargebacks and first-party fraud
- Enhance operational efficiencies

Solution

LexisNexis® ThreatMetrix®

Overview

Crypto.com is accelerating the adoption of cryptocurrency through their innovative and highly trusted platform supporting the exchange of Bitcoin, Ethereum and 400+ cryptocurrencies (cryptocurrencies available vary by jurisdiction). From 2022 to 2025, Crypto.com grew its customer base 180% and trading volumes over 950%.

Crypto.com is confidently scaling its business, staying laser-focused on providing secure and convenient customer experiences and seeing very strong performance gains from their LexisNexis® ThreatMetrix® deployment:

- **26% lift** in fraud capture rates
- **20% reduction** in time spent on manual reviews and investigations
- **15% reduction** in fraud losses tied to chargebacks
- **Realized positive return** on solution investment in first six months

Confidently preventing fraud without compromising customer experience

Crypto.com is rapidly growing with strategic plans and progress toward expanding their global offering to include stocks, banking services, credit cards and payment cards. Crypto.com's accelerated trajectory and acute focus on secure, efficient transactions for trusted customers requires a fraud prevention strategy that continuously adapts to stop escalating fraud tactics, scams and other advanced threat vectors.

Crypto.com is using ThreatMetrix® to optimize fraud detection and increase operations efficiencies by automating onboarding and transaction workflows. ThreatMetrix utilizes real-time digital identity and behavioral intelligence from one of the largest cross-industry data networks in the world to enable Crypto.com to proactively stop fraudulent activities before they impact their platform.

"ThreatMetrix allows us to significantly boost fraud protection at every point of our customer journey. Increasing visibility into a digital identity and being able to quickly adapt our models as threat vectors evolve, improves our overall user experience by minimizing the chances of a trusted customer experiencing transaction delays or friction tied to false positives."

Deyan Tsvetkov, Senior Vice President, Risk Management, Crypto.com

Features to focus on:

ThreatMetrix connects Crypto.com to an AI-powered risk decision engine so they can make more precise and automated risk decisions to streamline user experience and drive growth. ThreatMetrix delivers the benefits of:

- Best-in-class digital identity and behavioral intelligence
- Real-time insights from LexisNexis® Digital Identity Network®, one of the largest cross-industry data networks in the world
- Shared insights from a community of leading fraud experts
- Sophisticated data processing and analytics
- Embedded machine learning algorithms
- A powerful platform for forensics investigations, case management, reporting and workflow orchestration

“ThreatMetrix helps us raise our fraud capture rates and streamline trusted user experiences so we can stay focused on scaling our platform and expanding our global business.” Deyan Tsvetkov, Senior Vice President, Risk Management, Crypto.com



How we solve main challenges

Crypto.com is experiencing accelerated growth and moving forward with ambitious expansion goals in an industry where instant transactions play an integral role in customer conversion and satisfaction. ThreatMetrix easily configures to fit Crypto.com's specific speed and volume requirements. The solution also delivers the responsiveness demanded by a dynamic threat environment defined by AI-enabled fraud, bots, scams and social engineering. ThreatMetrix offers the advantages of contributory, cross-industry digital identity, device and behavioral intelligence combined with AI-powered models and analytics which help Crypto.com automate decisions and avoid fraud upfront.

The success of the ThreatMetrix implementation with Crypto.com reflects a focused and continuous collaboration between the Crypto.com team and our Professional Services team. We take a proactive approach in understanding client-specific requirements and building calibrated models aligned with defined objectives and risk appetites. This joint effort also simplifies scalability as markets evolve.

Ongoing collaboration enables us to fine-tune the system, rule sets and policies to ensure our clients' fraud strategies reflect changing business requirements and can quickly respond to emerging fraud trends. We are committed to sharing our latest innovations and enhancements, insights into changing threat typologies and our deep, cross-industry fraud and compliance expertise. Our team emphasizes continuous collaboration and support — ensuring Crypto.com has an agile fraud solution that accelerates customer experiences and helps advance their business goals.

It's time to live life secure and less interrupted.

Discover how we secure every customer interaction, enhance experience and boost business potential.



To find out how LexisNexis® Risk Solutions can help, contact our team on 866 858 7246
risk.lexisnexis.com/products/threatmetrix

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