

Seamlessly and securely confirm consumer identities from any mobile device and accelerate customer authentication



More and more, customers are utilizing remote channels to connect and transact with your business. Digital and mobile channels increase market reach and improve the customer experience. They also maximize opportunities for fraud attempts, including Application Fraud and Account Takeover Fraud.

Your business needs a way to fortify authentication over multiple channels and devices while minimizing friction for valuable customers. LexisNexis® Authentication by Web Link delivers a secure and seamless way to authenticate customers using their device to reduce delays and ramp up protection against fraud.

Prioritize consumer transactions and protect against fraud

Research points to continued growth of the digital channel with one study showing M-commerce will reach \$284 billion, or 45% of the total U.S.

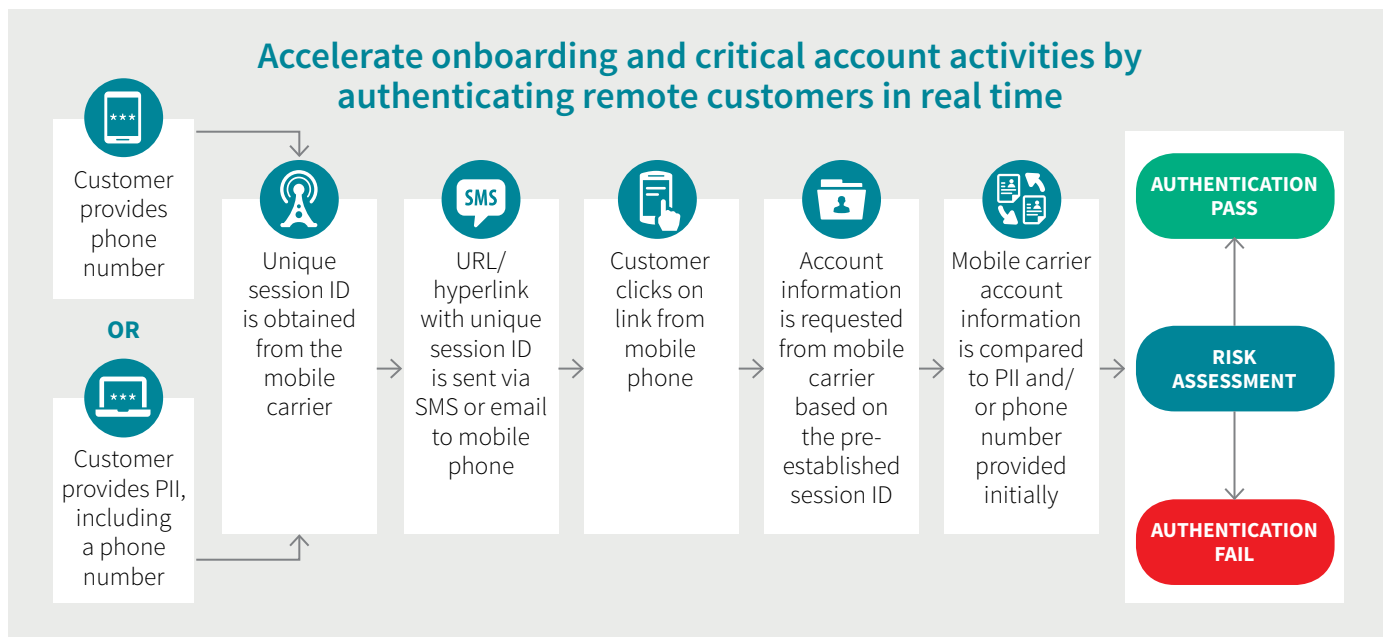
e-commerce market, by 2020.¹ Your customers expect to transact on the channels they demand and they want to do so with minimal friction and delay.

LexisNexis® Authentication by Web Link leverages the combination of extensive identity intelligence, advanced analytics and intuitive technology to accelerate identity authentication for consumers utilizing remote channels and enable your business to:

- Prioritize the customer experience with seamless, remote authentication
- Reduce fraud vulnerabilities
- Strengthen compliance with key regulations
- Minimize friction for valuable customers
- Avoid fraud losses and downstream issues, such as chargebacks

With LexisNexis® Authentication by Web Link you can securely authenticate customer identities from any mobile device to automate new enrollments, support critical account activities and account management or add a layer of authentication for high-risk, high-value transactions.

Accelerate onboarding and critical account activities by authenticating remote customers in real time



Extend fraud mitigation with multi-layered authentication

LexisNexis® Authentication by Web Link directly integrates with the ThreatMetrix® Digital Identity Network to easily extend your fraud defenses to include additional identity management, fraud and step-up authentication tools. This integration allows your business to tailor consumer authentication to the risk level of the transaction and configure authentication to fit specific risk protocols.

Increase the efficiency and effectiveness of consumer authentication

Mobile transactions have grown 72% in a year-over-year study². To balance the reward

and risk of increased digital channels, your business needs to quickly authenticate valuable customers and avoid those that represent risk for Application Fraud and Account Takeover Fraud. LexisNexis® Authentication by Web Link connects your business to low friction, yet fortified, customer authentication tools that enable your customer to use any mobile device to securely enroll, manage their account or activate new account services. Accelerate customer authentication from any device and avoid the impacts of fraud with this solution that helps you meet customers on the channels where they want to connect and deliver an exceptional experience.

For more information:

Call: 1-800-869-0751

Visit: <https://risk.lexisnexis.com/contact-us>
or lexisnexis.com/risk/financial-services



About LexisNexis Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX Group (LSE: REL/NYSE: RELX), a global provider of information and analytics for professional and business customers across industries. RELX is a FTSE 100 company and is based in London. For more information, please visit www.risk.lexisnexis.com, and www.relx.com.

1. Meloa, Andrew, "The rise of M-Commerce: Mobile shopping stats and trends", Business Insider, December, 2016

2. Q2 2018 Cybercrime Report from ThreatMetrix®, a LexisNexis® Risk Solutions Company