Increasingly sophisticated cybercrime together with readily available personal information underscores the need for businesses to adopt dynamic, comprehensive and predictive analytic-driven fraud prevention solutions.

72% year over year mobile transaction growth

73% of businesses say combating behavior activity is becoming overwhelming

29% increase in successful fraud attempts year over year and fraud costs continue to erode revenues at a double digit pace

Reducing fraud risks at the front end of the customer lifecycle is essential

Your business needs a holistic view of customer identity risk that unites Physical and Digital Attributes

Confidently approve legitimate customers and detect more fraud

In addition to the existing FraudPoint® solution set, FraudPoint® with Digital Insights includes a secondary digital score and a set of new digital attributes that assess the fraud risk signals from:

- Global shared intelligence from millions of daily interactions across accounts, locations, and times
- Digital footprints and device markers captured across the entire customer lifecycle
- Online intelligence to emerging identity fraud schemes across industries and use cases

Detect these types of fraud with the Digital Identity Network™:

- Identity emergence: Recently emerged identities in the LexisNexis® Digital Identity Network (seen for the first time less than 7 days ago)
- Behavioral anomalies: An excessive number of usernames used to the digital identity: the fraud rate typically increases
- Event velocity: High velocity of Digital Identity Network events tied to the digital identity
- PII variations: Multiple variations in PII linked to one digital identity

Effectively combat fraud without compromising the user experience

LexisNexis® FraudPoint® with Digital Insights links the complex and ever-changing digital and physical attributes that make up a complete, 360 degree view of the consumer profile to equip businesses with instant visibility to weed out high-risk accounts from legitimate customers without impacting the customer experience. Contact us to put the advantage of comprehensive digital risk insights to work in your fraud defense strategy.

For more information, please call 866.858.7246 or visit https://risk.lexisnexis.com/products/fraudpoint

STOP FRAUD BEFORE IT HAPPENS

Combat fraud with dynamic, comprehensive and predictive analytic-driven fraud prevention solutions.