

Accelerate Verification and Avoid Fraud Risk with Confident Identity Answers

Instantly establish trust with digital customers.





Exceptional experiences start with a balance between speed and security

Excellent ecommerce and digital transaction experiences are defined by speed and security. Your most valuable customers expect every interaction to be highly personalized and holistically effortless. Sophisticated fraud networks target vulnerabilities across the customer journey to quickly attack and avoid detection.

It's imperative to balance speed and security in real time. Confident customer recognition is the key to achieving a customer-first digital transaction strategy and avoiding fraud.

LexisNexis® Identity Trust delivers a concise identity confidence score and specific fraud insights to quickly verify identities and inform online transactions, accelerate approvals and avoid fraud risks.

Capture instant identity trust

LexisNexis® Identity Trust accelerates identity verification and delivers prompt fraud signal insights to help quickly establish trust with digital customers.

- **Accelerate confirmation** and make prompt decisions
- **Amplify customer loyalty** with personalized non-intrusive interactions
- **Avoid fraudulent transactions** on the front-end
- **Authenticate high-risk** and mandated transactions
- **Verify your customer** before a purchase is completed
- **Stop shipping** merchandise to fraudulent addresses



Eliminate unnecessary friction with immediate identity answers

LexisNexis Identity Trust delivers instant access to:

Match Indicators

- Shipping Address to Name
- Billing Address to Name

Confidence Indicators

- Email to Billing Address
- Email to Shipping Address
- IP to Billing Address
- IP to Shipping Address
- Phone to Billing Address
- Phone to Shipping Address
- Shipping Address to Billing Address

Inform online transactions to accelerate approvals and avoid risk

LexisNexis Identity Trust delivers cost-efficient lightweight identity verification with a confidence score ranging from 0 to 100. The score is calculated using identity and fraud signals in a rule-based, machine-learning algorithm to determine the risk of the identity. Identity Trust utilizes minimal input data including, name, phone, date of birth, shipping address, IP address and email address to help your business:

- **Promptly verify** an identity and recognize trusted customers
- **Quickly confirm** address, phone, email and IP matches
- **Rapidly assess fraud signals** across key physical and digital identity attributes
- **Assess risk** of all payment methods
- **Quickly target** potential velocity and geolocation risks

Make fast customer decisions and proactively avoid fraud threats with the confidence of the industry-trusted combination of robust identity intelligence, dynamic data science and innovative machine learning technologies.

Conduct confident digital commerce with trusted customers in real time

LexisNexis Identity Trust delivers a prompt identity picture that's powered by extensive identity coverage, real-time transaction intelligence from the LexisNexis® Digital Identity Network® and proven analytics technologies. Identity Trust returns an overall identity confidence score and succinct fraud signal insights so your business can effectively:



Deliver seamless customer experiences



Increase verification speeds




Improve fraud detection rates



Minimize manual reviews



Capture cost savings and operations efficiencies



Minimize friction in the customer experience, protect against fraud and preserve a customer-first digital transaction strategy with cost-efficient identity verification.

Support seamless and secure digital transaction experiences

LexisNexis Identity Trust quickly connects your business to cost-efficient access to our broad fraud and identity expertise, and deep data and technology resources. Get the identity answers you need to accelerate verifications, increase interaction speeds and avoid fraud risks up-front — all while eliminating unnecessary customer delays and friction. Excellent customer experiences begin and end with identity trust.

For more information call 1.408.200.5755 or visit risk.lexisnexis.com/products/identity-trust



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 (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

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