

# 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 the entire customer journey

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

**Is your business delivering?**

## 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 digital identity and email collaborative network data versus singular approaches.<sup>6</sup>



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

## Profound Coverage



- **109B+** digital transactions
- **4.7B+** email addresses
- **3.3B+** digital identities
- **3.1B+** IP addresses
- **2.5B+** phone numbers

## Precise Fraud Truth Data



- **25+** million frauds associated with email addresses
- **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' digital interactions elsewhere, building trust and supporting more sustainable growth.



**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 digital identity activity, legitimacy and confirmed fraud via broad and deep multi-dimensional data for global organizations.



**The LexisNexis® Digital Identity Network®** digital identity data 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.

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



9 of the world's top 10 banks



5 of the 10 most visited ecommerce sites



#1 most visited streaming service in the world



Top 15 gaming operators

To help drive sustainable growth via a more robust view of identity, 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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