

Digital Trust & Safety: Don't Roll the Dice on Fraud

With more consumers staying home in front of their computers, phones, and tablets—even with lockdowns relaxing around the world—the online gaming and gambling industry is seeing a dramatic increase in volume. In fact, [according to Juniper Research](#), total online bets—including casino games, sports betting, and other gaming alternatives—will reach nearly \$1 trillion a year globally by 2023. Unfortunately, that interest extends not only to gamblers but also to fraudsters, as they tend to be drawn to where the action is. The challenge facing gaming and gambling businesses in the midst of this growth is providing the fast, frictionless experience gamers expect—creating accounts, quickly placing bets, adding funds to an account, signing up for promotions, etc.—without opening the floodgates to fraudulent payments, fake signups, account takeovers, and high manual-review costs. What differentiates online gaming and gambling leaders who can attract loyal players and fuel revenue growth from the businesses that are falling behind is the understanding that protection and growth don't have to be tradeoffs.



Stack the odds in your favor—without fraud

Features like easy account creation, signup bonuses, and loyalty programs drive engagement—but they also create opportunities for fraudsters to exploit your business and your customers. By adopting a Digital Trust & Safety approach, you can stop fraud across multiple channels while keeping friction, fraudulent accounts, and chargebacks low.



Stop fraud losses proactively

Fraudsters using fraudulent payment methods to fund accounts leads to significant chargeback fees. In the wake of the pandemic, friendly fraud is also on the rise, adding an additional layer of complexity for fraud and risk teams to manage. Block fraudsters proactively before they "attack" to prevent costly chargeback fees.



Deliver low-friction experiences

Deliver custom experiences for users in real time with [Dynamic Friction](#) and double down on growth opportunities without increasing risk exposure. Hit the jackpot by adopting an end-to-end view of the customer journey, and identify trustworthy users and fraudsters with pinpoint accuracy.



Put an end to account takeover

Your players store real money and valuable personal information on your site. Safeguard their accounts and ensure fraudsters never gain access with real-time machine learning that is continuously updated with fraud signals from around the world.

Digital Trust & Safety with Sift

Trusted by the world's leading brands, we're better together

Sift is the leader in Digital Trust & Safety. Powered by the most sophisticated, real-time machine learning technology and a global community of fraud fighters, we combine custom models with learnings from across our global network of 34,000 sites to identify trusted users and fraudsters with unparalleled accuracy. Sift detects evolving fraud patterns automatically—enabling you to reduce losses and build trust with customers without the need to scale manual review efforts as user and transaction volumes grow.

Partner with Sift to manage this period of uncertainty and protect your company's growth.

Request a personalized Digital Trust & Safety Assessment at sift.com/assessment