

# How PartnerStack safeguards its platform and creates a network of trust

- ✔ Prevented 50,000 fraudulent partners from entering PartnerStack's ecosystem
- ✔ Secured \$100k in vendor revenue
- ✔ Over 500 internal vendors protected worldwide

## OVERVIEW

### Partner relationship management platform and network

PartnerStack is an all-in-one partner relationship management platform designed to accelerate growth for software businesses and their partners. As the only partnerships platform built for B2B SaaS, PartnerStack enables companies to reach more customers by automating the toughest parts of building, managing, and scaling partner programs. The network supports affiliate, referral, and reseller channel partners on a single platform to drive recurring revenue.



#### Challenge

- Former fraud prevention solution was outdated
- Started to see new fraud mechanisms on the partner side
- Faced with self-referral fraud and abuse of programs



#### Solution

- Implementing Sift Payment Protection
- Tapping into the automation of Sift Workflows
- Launching a white label solution



#### Results

- Building a growing network of trust
- Safeguarded vendor relationships by creating a more secure marketplace
- Blocked 50,000 fraudulent accounts and secured \$100k for a key vendor



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The two things we really love are the workflow automation and ability to identify networks of fraudulent activity.

**Michael Kim, Trust and Platform**



#### CHALLENGE

### Finding a fraud solution to protect customers, partners, and their own business

PartnerStack was initially only focused on transactional fraud on the end-customer side, but soon started to see fraudulent behavior on the partner side as well. They were faced with self-referral abuse, in which sellers tried to impersonate themselves and use their own link to generate revenue, at the expense of PartnerStack. Fraudsters were also attempting to game the rewards system by signing up for as many programs as possible.

As these more advanced forms of fraud began popping up, the team recognized they needed a more sophisticated solution. Their original fraud platform was outdated, limited to email address and IP signals, and simply couldn't keep up with the abuse they were battling. As a publicly-accessible marketplace, it was crucial for PartnerStack to maintain a trustworthy and secure platform—for customers, partners, and their own bottom line.

“Trust is a key feature of PartnerStack, and Sift is THE Digital Trust & Safety solution for us.”



#### SOLUTION

### Launching a white label solution with Sift Payment Protection

After researching leading fraud prevention solutions, PartnerStack ultimately chose Sift due to the global network of 34k sites and apps, easily-digestible data visualization, and ability to accurately automate decisions. Sift is now the only fraud platform in PartnerStack's toolkit, and has even become a white label feature for their partners and vendors. Sift Payment Protection is integrated as a system of the partner platform, giving vendors control over their own partner network.

Sift has provided PartnerStack with the ability to find duplicate users and identify networks of fraudsters, which has proven vital to refining and safeguarding their partner network. The Sift Workflows feature helps the team stay efficient by leveraging machine learning models and real-time scoring based on more than 16k fraud signals. are linked to each other, and see user activity including if those users have been flagged in the past under different accounts.



## RESULTS

### Creating a network of trust with Sift and PartnerStack

Trust is a priority for PartnerStack, making the partnership with Sift all the more important. As a B2B company, and especially as a partner platform, having a strong network is PartnerStack's biggest value sell, and Sift is a huge part of ensuring the marketplace is safe and secure. Sift's Digital Trust & Safety Platform enables PartnerStack to protect over 500 internal vendors worldwide.

During one large-scale attack, 50,000 illegitimate accounts were created and used to sign up for a vendor's program in the span of a week to generate free rewards. Sift identified repeating customers and invalid users, launching targeted bans based on account risk thresholds. By running this activity through Sift and proactively shutting the fraudulent accounts down, PartnerStack helped the vendor secure \$100k and saved their relationship with the company.

“ Sift has been instrumental because we can proactively mark bad actors and use that as a reference point so we're never going in blind.

**Michael Kim, Trust and Platform**

## ABOUT SIFT

Sift is the leader in Digital Trust & Safety, empowering digital disruptors to Fortune 500 companies to unlock new revenue without risk. Sift dynamically prevents fraud and abuse through industry-leading technology and expertise, an unrivaled global data network of one trillion (1T) events per year, and a commitment to long-term customer partnerships. Global brands such as DoorDash, Poshmark, and Twitter rely on Sift to gain a competitive advantage in their markets.

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