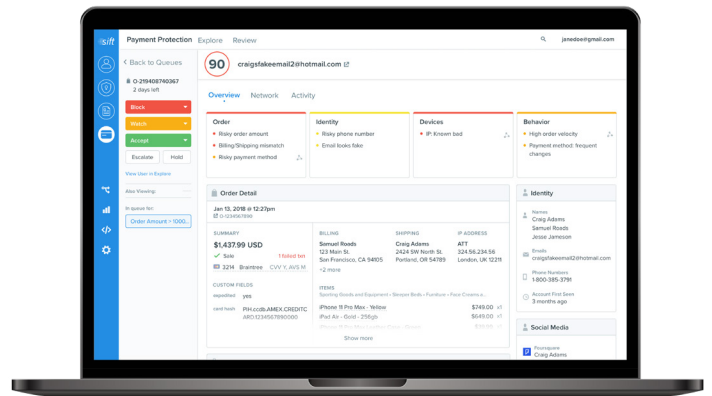# Digital Trust & Safety: Process every payment with sophisticated fraud prevention

Payment Service Providers (PSPs) are central to the democratization of online payments, and essential to merchants large and small. Benefiting from growth in e-commerce and proliferating payment methods, PSPs are processing greater volumes and more nuanced transactions every day—fueled by merchants that want to engage customers online, and that want to support consumers using alternative payment methods. A PSP's unique position between merchant and customer makes financial fraud an ever-present risk to the payments ecosystem.

Fraudulent merchant accounts present an even more menacing threat, as the potential loss increases drastically when the volume of suspicious orders rises. Fraudulent merchants engaging in collusion are a much larger financial problem to recover from, creating an environment in which fraudsters can repeatedly run stolen cards and accept fraudulent payments in tandem.

Protecting every merchant and every transaction

PSPs act as a hub, serving a variety of industries and merchants and facing the complexity—and risk—of each unique use case. That requires a flexible fraud prevention strategy that can adapt and grow with every transaction. The Sift Digital Trust & Safety platform ensures you'll be able to protect your merchants even with limited order details, creating an efficient, low-touch fraud management experience that fuels growth for you and your merchants.

Manage fraud rates

Fraudsters use any possible means to capture value from unsuspecting merchants, and uncontrolled fraud from merchant accounts has a negative impact on the overall fraud rate. Proactively detect fraudulent activity within your merchants' transactions, and take action quickly to mitigate losses on behalf of your platform users.

Do more with little data

Merchant integrations can yield little information for fraud prevention solutions. Our API fields are purpose-built for PSPs, offering expanded support for various payment methods, merchant-by-merchant fraud analytics, and reviewing customer trends. Leverage our global data network and built-in feature extraction, normalization, and densification to fight fraud even when incoming data is limited.

Efficiently report on merchant performance

Add value to your merchants with business insights they might not see on their own. Drive growth and protect revenue by monitoring and acting on trends with merchant-level reporting. Advanced segmentation and easy exporting quickly uncover opportunities to improve productivity and efficacy.

Enable merchant fraud-fighting

Give merchants the tools they need to win the fight against fraud using Sift's Digital Trust & Safety platform. With a multi-level approach to account management, merchants are in control of their own fraud strategy. Proper escalation and queuing assist in routing review for enhanced coverage of watched transactions.
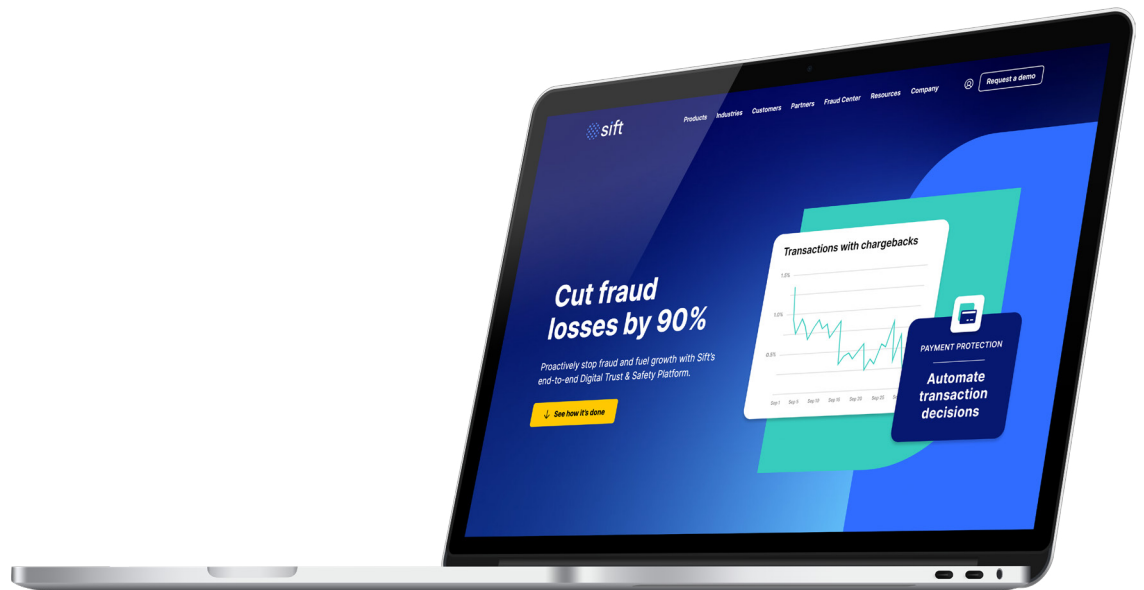
The Leading Fraud Platform for Growing PSPs

Fight fraud and fuel growth with Digital Trust & Safety

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 and apps to identify trusted users and fraudsters with unparalleled accuracy. Sift detects evolving fraud patterns automatically using patented technology that analyzes over 70 billion global network events per month—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 protect your business and the merchants you serve— while adding simplicity and security to every transaction.

Reach out to sales@sift.com or take our Digital Trust & Safety Assessment.

End-to-end intelligent automation with Sift

Sift is the leader in Digital Trust & Safety, empowering companies of every size to unlock new revenue without risk. Our cutting-edge platform dynamically prevents all types of online fraud and abuse with intelligent automation that adapts based on Sift's unrivaled global data network of 70 billion events per month. Global brands including Twitter, DoorDash, and Wayfair rely on Sift to catalyze growth and stop fraud before it starts.

Visit us at sift.com and follow us on LinkedIn.