

Technology. Community. Partnership. The Sift Way.

Sift's unparalleled accuracy is powered by the shared knowledge of over 34,000 sites and apps using our platform. The partnerships we've built across our global community make it possible for Sift to deliver world-class, leading solutions.



Technology — Getting a look under the hood



Insights

With a latency of less than 200 milliseconds per event, Sift arms you with **data in near real-time** so you can optimize your customers' experience and make informed decisions.

Console & Workflows

The Sift Console enables more efficient work through **automated decision making** — in fact, Sift customers have a 65% lower manual review rate than the industry average.

Custom models

Sift users employ custom machine learning models that are more accurate and fine-tuned to **spot anomalies that other solutions miss**.

Global models

Processing 35 billion events per month, we provide the **highest accuracy** in the industry so you can reduce fraud like Turo, who achieved a 98% drop in overall fraud.



Community — Strength in numbers

When we welcome new customers into our community, they benefit from Sift's rich network of global data for the fastest, most accurate fraud prevention — right from the start.

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As soon as we turned Sift on, we saw fraud being caught and our chargeback rate dropped by 99%. Now, no one even wants fraud updates because they know everything has been performing so well.



ChowNow

John Page

Merchant Processing
Director at ChowNow

Sift's community building doesn't stop at our network of data. We bring together fraud analysts and managers in our Fraud Fighters Forums to share best practices, learn from one another, and network.



Partnership — With you every step of the way

Automated email replies and chat bots aren't our idea of customer support. From onboarding training to onsite consultations, to dedicated solutions engineers ready to tackle every situation, we're here to serve our customers' unique needs and forge trusted, long-term partnerships.

Digital Trust & Safety: A new paradigm for balancing growth and risk

Digital Trust & Safety is an approach that strategically aligns risk and revenue decisions, supported by processes and technology. With Digital Trust & Safety, you can seize new revenue opportunities and increase customer satisfaction, without risk.

Benefits of Digital Trust & Safety



MORE REVENUE — With a rise in good orders approved automatically, you increase your top-line growth.



NEW OPPORTUNITIES — Aligning goals gives you the ability to introduce new products and move into fresh markets without risk.



INCREASED USER SATISFACTION — With fewer purchase roadblocks and a more personalized checkout experience, users have a better experience on your platform.



ABILITY TO SCALE — Bolstered by technology that constantly learns and adapts to evolving fraud patterns, you can automate processes that allow you to grow your customer base and bottom line.

