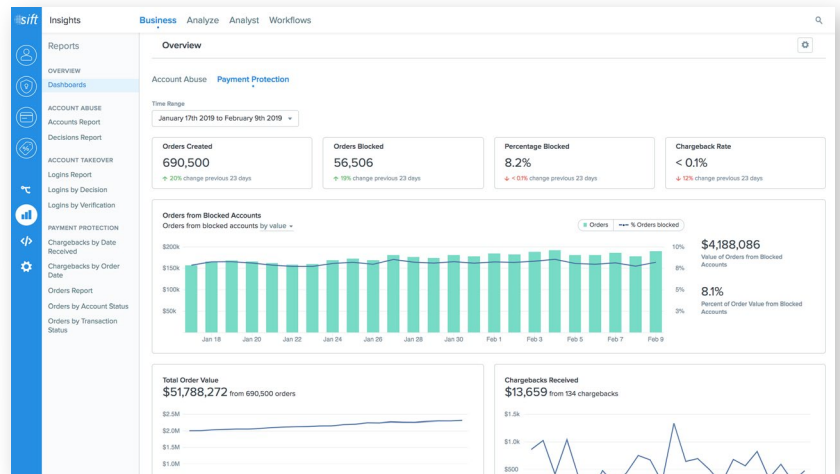


Good customers shouldn't get treated like bad users

How many legitimate orders do you think you're declining each month? They add up; every canceled order that won't be replaced is lost top line revenue, and every instance of customer insult is another risk for churn.



Sift Digital Trust & Safety

Frictionless experiences, unrivaled protection

Sift analyzes over 16,000 signals to identify both good and bad users, with unparalleled accuracy powered by the largest global network in the industry. Enable your team to provide the best customer experiences while simultaneously stopping fraudsters in their tracks.



Accept more orders

Recognize real customers versus bad actors for fewer good orders cancelled and higher conversion rates



Build customer loyalty

Create delightful customer experiences that increase conversion, like enabling one-click checkout



Automate with ease

Automatically accept legitimate orders and ensure fast, frictionless purchases

“

Sift helps us to identify more good customers and reduce the number of transactions that have to be authenticated, thus reducing payment friction and increasing overall conversion.”



Wayan Tresna Perdana

Sr. Product Manager, User Platform, Traveloka

2x
more orders
accepted

Accept more orders. Reach out to sales@sift.com for a trust & safety assessment.

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.

