

Digital Trust & Safety: Real-time fraud prevention for the right-now economy

Consumers are turning to the online marketplace to make more day-to-day purchases than ever—and even with relaxed lockdown orders, consumers are still reluctant to visit brick-and-mortar restaurants and businesses. To comply with local restrictions, people are increasingly turning to on-demand services for everyday tasks like putting dinner on the table or completing basic errands. The challenge facing on-demand services in the midst of this growth is providing the fast, frictionless experience shoppers expect without opening the floodgates to chargebacks, fraudulent accounts, and high manual review costs. What differentiates on-demand leaders from merchants that are falling behind is the understanding that protection and growth don't have to be tradeoffs.

Make every delivery special—without risk

Features like one-click checkout, speedy delivery, 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 manual review volume low.



Stop fraud losses proactively

Fraudsters using stolen credit cards for purchases or to set up fake 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 the point of transaction to prevent chargeback fees.



Streamline operations

Manual review is accurate, but it comes at a cost—both in resources and time. On-demand businesses need to ensure that orders from trusted users are approved and fulfilled faster, and resources aren't wasted reviewing clear cases of fraud. Automate more actions, reduce manual review volume, and get more insight into your business with Digital Trust & Safety.



Increase sales and conversion

Food delivery and on-demand services are pushing the envelope by serving up customized user experiences that reduce friction in real time. Unlock these growth opportunities without increasing risk exposure by adopting a holistic view of the customer journey and identifying legitimate users with pinpoint accuracy.



Put an end to account abuse

Fake accounts and account takeovers (ATO) are common tactics for fraudsters targeting on-demand businesses. Protect your customers and your brand by defending against account takeover attacks and automatically surfacing suspicious orders for additional levels of verification.

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 over 34,000 sites to identify risk 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 when 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