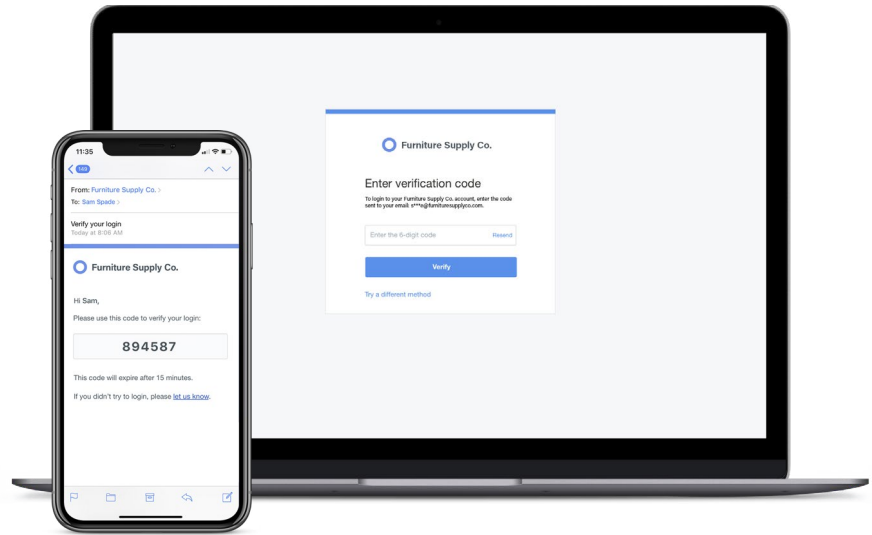


# Dynamic protection for you and your users

A Digital Trust & Safety approach to fraud prevention strategically aligns risk and revenue decisions. It powers Dynamic Friction — the ability to optimize user experiences based on risk — so you can stop bad actions across the user journey and offer seamless experiences for good users. Verification by Sift gives businesses an easy way to add multi-factor authentication for the riskiest events, so you can prevent fraud and delight good users.



## Built-in tools to complete your defense strategy



### Stop bad actors

Sift's real-time machine learning looks at tens of thousands of signals to identify bad behavior across the user journey so you can add the friction you want when you want it.



### Delight good users

Sift's combination of global and custom model learnings result in unparalleled accuracy so you can remove Verification for trusted users and build frictionless experiences.



### Keep costs low

Verification is a built-in feature that gives Trust & Safety teams control over Dynamic Friction with minimal need for integration and a lower bill for notifications.

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"Sift detects more ATO than our rules-based system could, and the console makes it easy for our team to investigate suspicious cases and take action quickly."



**Wayan Tresna Perdana**  
Senior Product Manager - User Platform at Traveloka