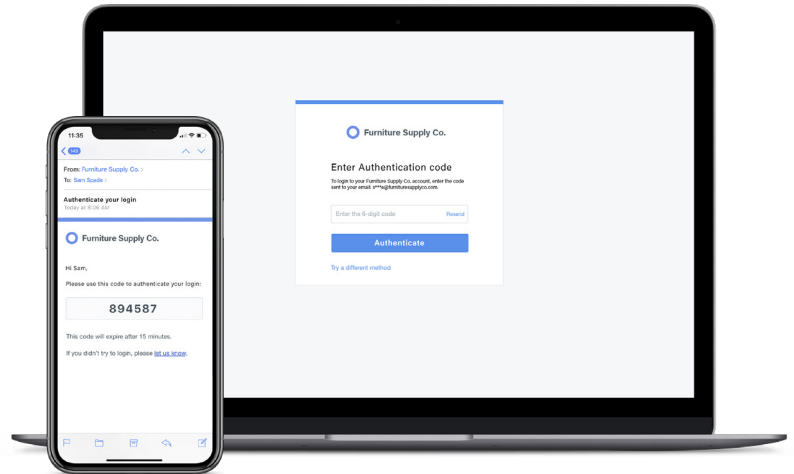# Dynamic protection for you and your users

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 trusted users. Authentication by Sift gives businesses an easy way to add multi-factor authentication for highest-risk logins, as well as no-code security notifications, so you can prevent fraud, delight trusted users, and improve trust in your brand.

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 suspicious behavior across the user journey so you can add the friction you want when you want it.

Delight trusted users

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

Keep costs low

Authentication 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.

> "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

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