

Adapting to fraud's new normal

Businesses of all types are scrambling to adapt to sudden shifts in both consumer behavior and fraud trends caused by the COVID-19 pandemic. While nearly every vertical has been impacted, fundraising platforms have experienced some of the largest upticks in fraud of all. Small business owners and workers are turning to crowdfunding to offset the financial impact of closures and layoffs. Fraudsters, on the other hand, see an opportunity to exploit and profit off of the generosity of others.



Disruption drives fraud from every angle

Fraudsters aren't limiting themselves to one strategy. They're looking at every pathway you've provided to support legitimate fundraising efforts and finding ways to extract value.



Spikes in chargebacks

From card testing to money laundering, economic disruption leads to more fraudulent payments—and fundraising platforms are a prime target. Maintain the integrity of campaigns by stopping chargebacks while ensuring trustworthy donors aren't blocked from contributing to the causes they care about.



Proliferation of fake campaigns and scams

Donors will only contribute to causes if they trust the authenticity of fundraisers on your platform. If users report a cause as a scam, the damage is already done. Catch bad actors before they create and promote fake campaigns, exploit donors, and ultimately damage the integrity of your brand.



Compromised user accounts

Fundraiser accounts with stored financial value and personal information are irresistible to fraudsters looking to cash out. Protect your users and your brand by defending against account takeover attacks and automatically surfacing suspicious logins for verification.



Rapidly evolving fraud patterns

With fraud tactics in flux, it can be difficult to know where to focus. Navigating this ambiguity requires a complete view of your data, from attack trends to decision impact and team performance. Make data-driven decisions that keep your business two steps ahead of fraud.

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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 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.

Reach out to sales@sift.com for a Digital Trust & Safety assessment.