

Digital Trust & Safety: Complete, real-time fraud protection for online marketplaces

The growth of online marketplaces is staggering, with more and more people flocking to these services for safer, more convenient ways to shop. In fact, new data shows an 81% year-over-year increase in gross merchandise value in the online marketplace space. While digital storefronts that connect and facilitate product or service discovery and delivery provide a more convenient way to transact, these two-sided marketplaces like Etsy, eBay, and Poshmark have their own unique risks, and are known to be especially vulnerable to organized, multi-vector fraud. Maintaining trust and providing streamlined, secure experiences for users is crucial to the success of any online marketplace—and the stakes are high to protect the integrity of your services, and guard the trust and safety of your users.



Streamlined and secure experiences with less risk

The same factors that drive growth for online marketplaces also increase the risk and impact of fraud. With Digital Trust & Safety, you'll be able to catalyze growth and safeguard every step of the user journey, all while supporting streamlined onboarding and more options for adding and withdrawing funds.



Detect fake signups and listings

Ensuring the authenticity of accounts and listings on your platform creates a strong customer ecosystem founded on trust. Automatically stop the creation of fake accounts and listings no matter where they come from, whether they're spun up by bots or developed by highly-coordinated human fraud rings.



Secure every transaction

As an online marketplace, your platform facilitates transactions between sellers and buyers. Ensure that every transaction is secure, stop fraud, reduce chargebacks, and prevent fraud losses from cutting into your bottom line and impacting your users.



Proactively protect user accounts

Fraudsters looking to cash out are targeting the stored value, payment information, and PII that resides in user accounts. Protect your users and your marketplace by defending against account takeover attacks and automatically surfacing suspicious sessions for additional levels of verification at risky points in the user journey.



Improve engagement and expand

The lifeblood of marketplaces is engagement, and user experience is a key differentiator in the crowded online marketplace space. Onboarding new users—buyers and sellers—quickly and keeping friction low are essential to attracting and retaining business. Unlock low-friction paths and additional features for trusted users without compromising security.

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 trusted users and fraudsters 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 protect your customers and preserve your company's growth.

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