



Fraud Protection for e-Commerce Merchants - Guaranteed. Staying One Step Ahead of the Fraudsters with Pipl



"Fraud is not a black or white solution. It's always incremental. We have to constantly improve as the enemy adapts their tactics so we can enable more business for our customers."

Vahe Amirbekian, VP Risk, Signifyd

SOLUTION

Signifyd provides additional intelligence to its machine learning algorithm and optimizes manual review processes with Pipl.

RESULTS

50% **REDUCTION** in case time

70% of cases **RESOLVED** in first search



Signifyd is the world's largest provider of guaranteed fraud protection (GFP) for ecommerce businesses. Over 10,000 online stores in 100 countries depend on Signifyd for complete protection against chargebacks on every approved order that later turn out to be fraudulent. That mitigates fraud liability for their customers. Signifyd was recently named [Frost & Sullivan's 2018 North American Growth Excellence Leadership Award winner](#) for being at the forefront of the industry-wide transition to guaranteed fraud protection (GFP) models.

Signifyd's success is built on a combination of its proprietary machine learning technology and human expertise. Using people data, the machine learning algorithm evaluates transactions to verify a customer's identity and assess the risk factor of the purchase. Transactions identified as low-risk are approved for the merchant, while the overwhelming majority of high risk orders are denied. A relatively small number of outliers among high risk transactions are transferred to Signifyd's worldwide team of fraud analysts. The company uses a multitiered decision system, with each tier using cost effectiveness and performance measures to evaluate and determine the next steps in the review process.

Fraud: A Two-Fold Challenge

Fraud is an ongoing challenge for Vahe Amirbekian, Vice President of Risk at Signifyd, and his team of fraud analysts. Processing tens of thousands of transactions a day, it's essential for Signifyd to have a robust solution to separate good transactions from bad at scale.

"Fraud is not a black and white solution. It's always incremental. We have to constantly improve as the enemy adapts their tactics so we can enable more business for our customers," said Amirbekian."

Despite the staggering amount of data Signifyd uses as part of its multitiered decision system, Amirbekian wanted to improve results on transactions in new markets and began his search for a partner with the coverage and depth needed to reach his goals.

"In our line of business, if you stop adding intelligence to your model, your ability to separate good orders from bad orders will degrade," Amirbekian said. "We must work constantly just to maintain our current level of performance."

Signifyd

Established in 2011
San Jose, CA USA
www.signifyd.com

CHALLENGES

- Lack of coverage for new markets and social media information
- Verifying addresses, phone numbers, social media profiles, etc. during manual review
- Reducing manual review times



Pipl, Inc.
© 2006 - 2019

When the algorithm can't definitively determine the level of risk of the transaction, Signifyd passes it to their professional fraud investigators to review. Orders submitted for manual review are the murkiest and most resource-intensive transactions for Amirbekian and his team. They also present their own unique challenges.

"These are the hardest cases," Amirbekian said. "Key success factors for providing the correct decisions include overall data coverage and accurate, high-quality data."

New Markets Intelligence

To better understand how Pipl's unique combination of offline and online data would help address these challenges, Amirbekian and his team conducted a proof of concept (POC). The process allowed them to test the depth and breadth of Pipl's data coverage on their transactions in real time. Signifyd integrated the People Data API into its decision system and equipped the manual review teams with Pipl Search PRO to supplement existing processes.

"During the POC, we need to let the losses mature and look at the data at a specific point in time to determine how effective a given solution will be for the team," Amirbekian said.

Amirbekian worked closely with Pipl's Customer Success team throughout the POC, from initial integration to troubleshooting. "Pipl was extremely collaborative and professional during our POC process," said Amirbekian.

Amirbekian and his team found significant value in the depth of Pipl's international and social media coverage. "Pipl's biggest value is its comprehensive coverage," Amirbekian said. "The amount of data we receive from Pipl allows us to make faster, more accurate decisions."

More Accurate Decisions, Faster

Since deploying the People Data API, Amirbekian's team has seen a substantial uptick in the volume of transactions they approve for their clients and a reduction in time spent on manual reviews, experiencing a 99.2 percent order approval rate with 99.5 percent of their cases receiving a decision in less than 500 milliseconds.



“*The amount of data we receive from Pipl allows us to make decisions regarding transaction approval faster and more accurately.*”
- Vahe Amirbekian



Pipl, Inc.
© 2006 - 2019

During the 2017 holiday season, more than \$1 million dollars in transactions were processed in a one-minute period—a record for a single minute on their platform.

“More approvals mean happier customers and an overall better customer experience,” Amirbekian said.

By adding Pipl Search PRO into their manual review process, Signifyd’s fraud analysts can verify customer identities with greater confidence by turning a single data point, like an email address, into a comprehensive customer profile that is then checked against the transaction context.

Staying One Step Ahead

Incorporating the People Data API and Pipl Search PRO solutions into their business helps Amirbekian and his team to stay ahead of fraudsters, making faster and more accurate decisions on risky transactions, reducing both false positives and chargebacks, and increasing customer satisfaction.

“Making more informed decisions for our customers regarding transaction riskiness is the highest priority for Signifyd, and Pipl helps with that,” Amirbekian said. “Our performance on false declines has improved significantly since integrating Pipl into our technology solution stack.”

About Pipl

Pipl is an information services company with the world’s largest people search engine. We are the best place to find the real person behind the online identity. Our proprietary identity resolution technology connects publicly available online and offline information from millions of sources. Businesses can search with any parameter (like name, email address, phone number or social username) to find everything about a person, including personal, professional, demographic, and contact information.



“ *Our performance on false declines has improved significantly since integrating Pipl into our technology solution stack.* ”
- Vahe Amirbekian

FOR MORE INFORMATION

<https://pipl.com/search/>
<https://pipl.com/api/>
<https://pipl.com/files/>



Pipl, Inc.
© 2006 - 2019