

IDENTIFY GENUINE CUSTOMERS

Enhance your fraud systems and identify more genuine customers with behavioral analytics by Neuro-ID

Too many real, genuine customers are caught by fraud detection systems being mis-identified as threats. Others are abandoning onboarding processes because of a poor user experience from unnecessary verification friction.

Neuro-ID's Friction Index® Platform identifies behavioral signals of genuine customers helping online companies more accurately determine the difference between someone coming to buy and a fraudster looking to steal.



**REDUCE FALSE
POSITIVES**



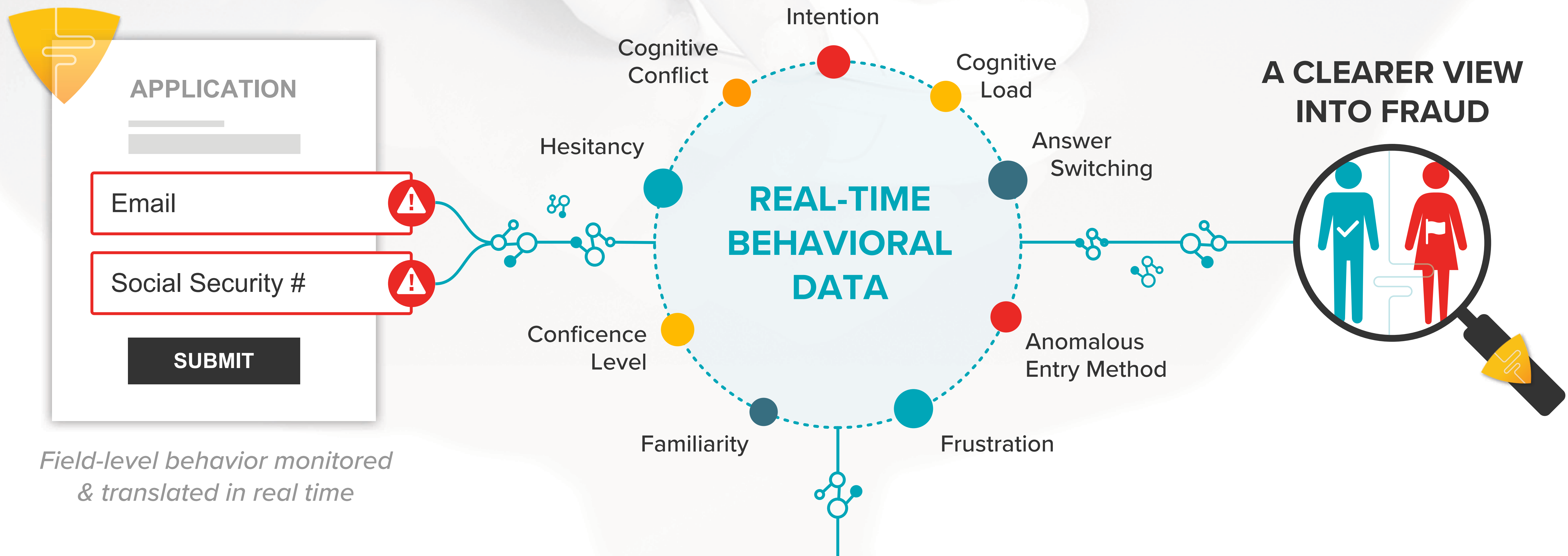
**OPTIMIZE
VERIFICATION**



**CATCH MORE
FRAUD**

BEHAVIOR REFLECTS USER INTENT

Neuro-ID provides a real-time behavioral lens to understand the person (or bot!) behind the screen, so you can optimize decisioning around fraud and reduce friction



FRICION INDEX PLATFORM



Behavioral data, visualized through a user-friendly dashboard UI



...and delivered via export or API for analysis & real-time decisioning

CROWD ANALYSIS



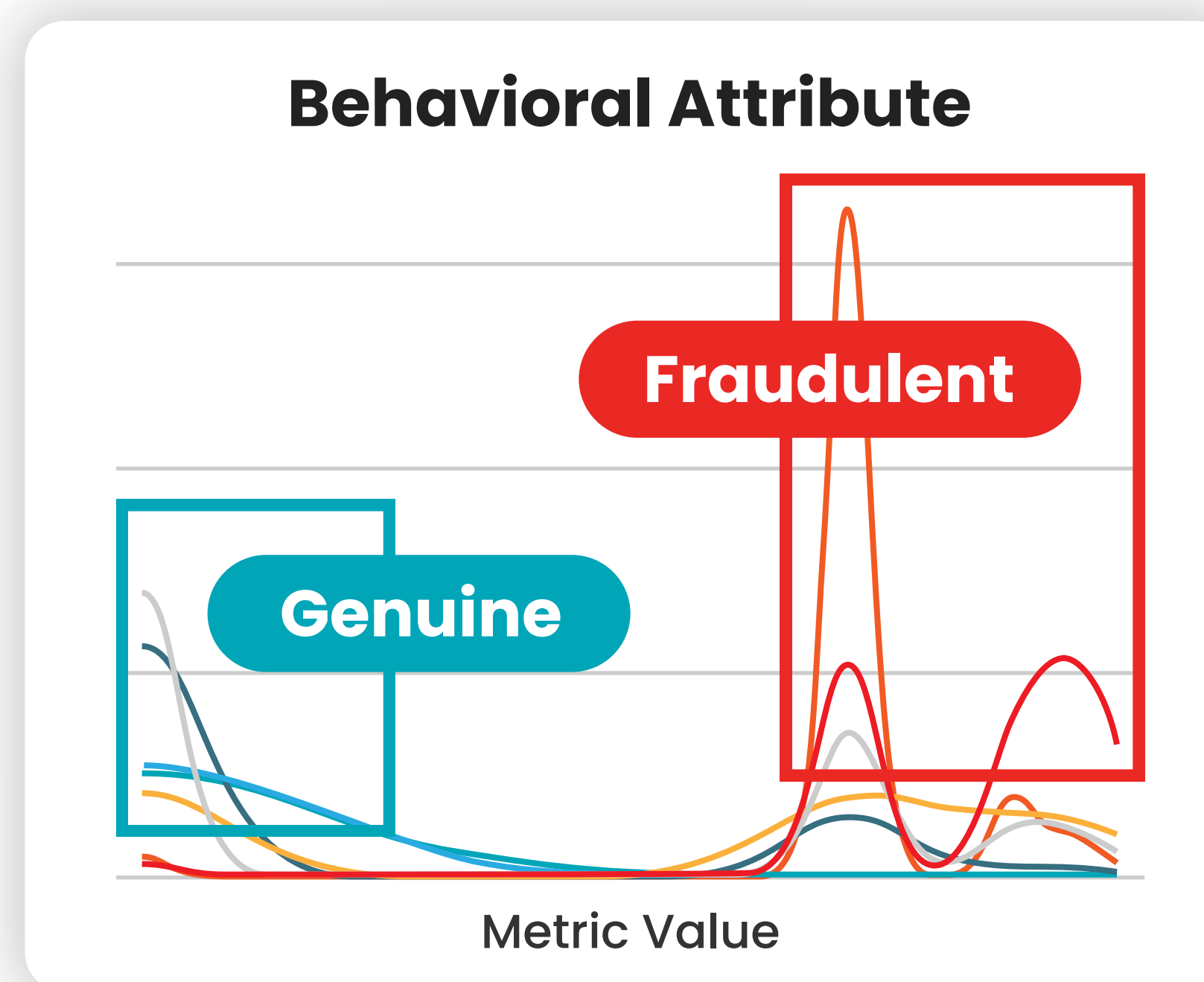
Conduct aggregate analyses of anomalous fraudulent behavior



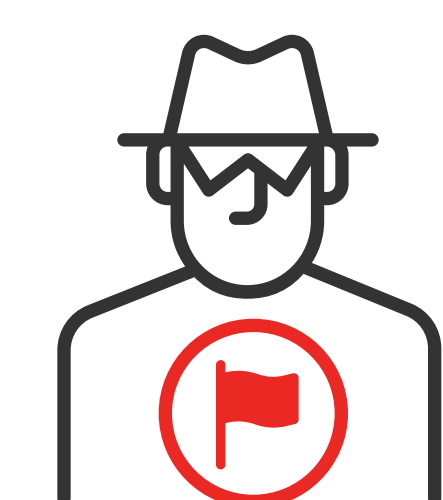
BEHAVIORAL CLUSTERS



Surface meaningful clusters representing fraud vs genuine customers



SESSION SNAPSHOTS



Zoom in and identify the specific behaviors that represent fraudulent activity



Fraudulent Behaviors

- Changed Social Security Number 7X
- Imported First and Last Name, combined
- Spent 5 minutes on Email field
- **Exhibiting low familiarity with personal info**

Get Day-1 value with Neuro-ID

Go to neuro-id.com/schedule-a-demo or contact sales@neuro-id.com