

It's all about **trust** (*and results*)

NuDetect's behavioral biometrics continuously verifies good customers

\$1.8 million reduction

Account takeover fraud

Client: Digital media goods
 Attack: Password Peeking
 Account Takeover
 Method: Low velocity ATO

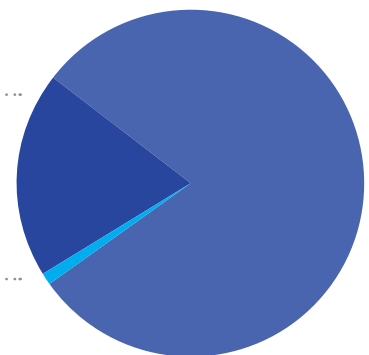
19% Password Testing

High trust and safety risk

1.3% Account Takeover

\$150,000 per month

» NuDetect saved \$1,800,000 in the first year



3 million login events per month

\$2.8 million reduction

New account fraud

Client: Digital goods
 Attack: Registration fraud
 Scripted activity
 Account testing
 Method: Distributed bot-net

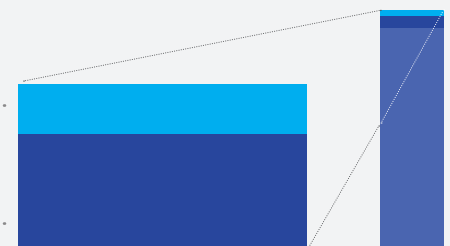
20% Account Testing

Intelligence scraping threat

80% Fraudulent Actions

\$240,000 per month in brand damage

» NuDetect saved \$2,880,000 through early fraud recognition



10 million account creation attempts per month, 15% suspicious

- ✓ Validate good users
- ✓ Improve conversion and increase revenue
- ✓ Lower fraud risk based on known intelligence
- ✓ Improve operational efficiencies



"Behavioral analytics is increasingly becoming a 'must-have' technology in FIs' anti-fraud toolkit"

Julie Conroy, Research Director, AITE Group.

\$7.5 million revenue 1st Year ROI

Client: Top 5 E-commerce
 Attack: Credit card and account fraud
 Credit card testing
 Method: Wide-distributed botnet
 Low velocity

73% Reduced Friction

Population, Increased Checkout Completion

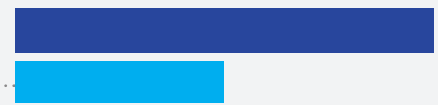
Manual reviews



Increased Fraud Capture

50% Chargeback Reduction, ATO Protection

Account Based Fraud



» NuDetect profit increase \$7,457,000 per year

\$5 million revenue Revenue increase (ROI)

Client: E-commerce
 Method: Reduced use of KBA, 3D Secure & CVV for trusted users
 Behavioral Biometric user verification

Cart abandonment reduction

Removed friction points for trusted customers

9% Increase in sales

\$415,000 per month sales increase



Sales revenue

» \$5,000,000 profit increase per year

We analyze
80 billion
behaviors annually



Our clients include
5 of the top 10
ecomm and FI companies



We monitor over
3.2+ billion
devices per year

