Stopping Identity Theft: $1M in Fraud Prevention with Celebrus

USE CASE: FRAUD PREVENTION | INDUSTRY: RETAIL

£1M in customer fraud quickly identified & mitigated

Cases of identity thefts were traceable in minutes

OVERVIEW

A multi-brand online retailer wanted to minimize fraud. They knew they were struggling with identity theft issues, but it was difficult to identify. For known fraud types, a lack of live-time data prevented early detection of new cases. Celebrus is deployed across all of the retailer's brand websites. They were already benefiting from the value in the data and ability to build and persist identity for marketing, so why not use it to combat identity fraud as well?

SOLUTION

The fraud analytics teams reviewed known cases of identity theft relating to new accounts. They looked for patterns in digital account opening data and used that to inform their fraud prevention strategy. Celebrus' first-party, cross-domain data capture provides a consistent data stream across multiple brand websites, while individual-level data provides all the attributes needed for fraud analysis.

RESULTS

- Known fraud patterns flagged in live time, before goods are released
- £1M in customer fraud identified and mitigated
- Cross-brand fraud identification in live time
- Cases of multiple identity theft were traceable in minutes