

Case study

iDenfy

FRIENDFINDER
NETWORKS



99% of employees passing KYC verification on their first attempt in under 90 seconds on average.



2x increase in conversions for end-users via Age Verification and the Magic Link feature.

About **FRIENDFINDER** NETWORKS

Originally started as a mainstream social networking site in the 90s, FriendFinder Networks quickly adapted to consumer preferences and branched out into new areas.

The company's services range from social media sites, online personals, online chat rooms, or instant messaging to photo and video sharing, blogs, message boards, and premium content websites.

With over 700 million people actively using the company's websites during a proven track record spanning two decades, FriendFinder Networks continues to create innovative social media solutions.

Currently, FriendFinder Networks has several heavily trafficked websites in the world, appealing to diverse cultures and interest groups while enabling people to interact easily.



Challenge

FriendFinder Networks needed to enhance security and optimize its compliance-related operations.

The company operates under the strict jurisdiction of the US, and its compliance program must follow the requirements and guidance of all federal rules and regulations.

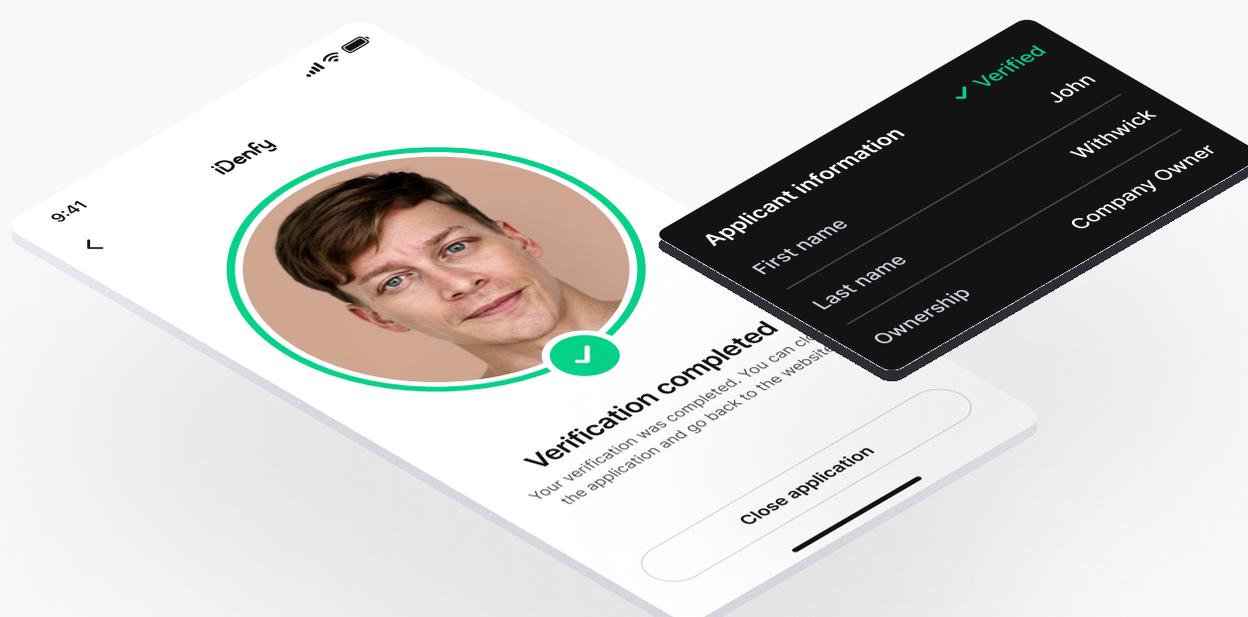
FriendFinder Networks' goal was to scale and accelerate growth while maintaining a compliant onboarding flow. That's why time-consuming and lengthy manual ID verification processes weren't an option.

This included switching to an automated solution for onboarding their employees and ensuring a swift age verification process for users who are registering on its age-restricted dating websites.

The company also wanted to enhance internal employee satisfaction and engagement and reduce attrition rates — all in compliance with global regulatory requirements.

As a result, FriendFinder Networks looked for a single RegTech platform that could help its websites improve operations through multiple services, including:

- The verification of employees (KYC).
- The confirmation that the users are of legal age (Age Verification).
- The verification of any corporate client the company enters into a business relationship (KYB).
- The screening of sanctions lists to detect potential matches and prevent them from onboarding (AML).



Solution

FriendFinder Networks looked for an automated solution to streamline their KYC/KYB/AML compliance processes and find a user-friendly option that could be swiftly implemented.

The company mainly focused on these two factors:

- › KYC verification should be simple for both end-users and internal teams.
- › Screening should be fully automated to maintain ongoing due diligence.

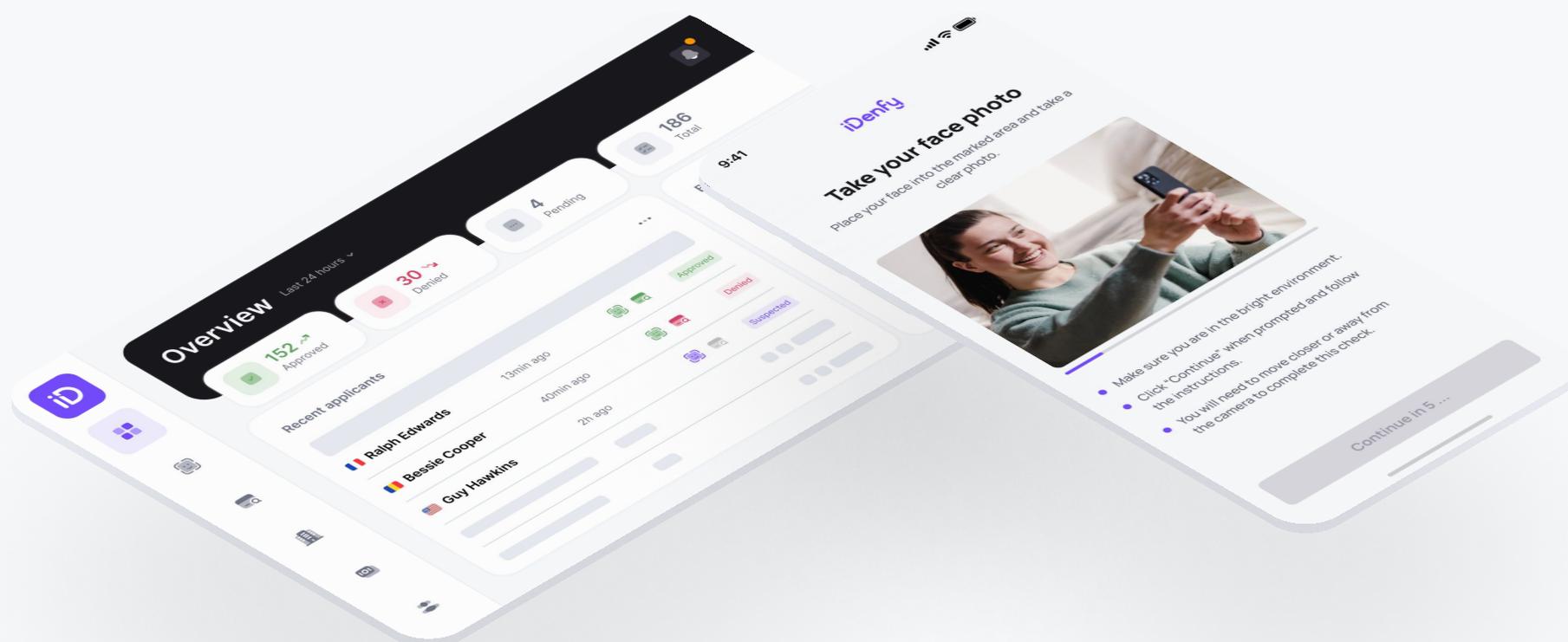
During FriendFinder Networks' trial of iDenfy's RegTech suite, the company looked for an adaptable service provider capable of customizing the solution to fit their requirements and budget.

Currently, FriendFinder Networks uses iDenfy's:

- › Age verification solution.
- › Document and selfie verification.
- › AML screening (PEPs and sanctions).
- › Business verification for corporate entities.

Why iDenfy?

- › Competitive pricing.
- › Fast and accurate verification.
- › Increased fraud detection.



Results

By partnering with iDenfy, FriendFinder Networks successfully:

- ✓ Implemented iDenfy's Magic Link feature, which allows users to confirm identities and check their age by sending a special verification link.
- ✓ Eliminated the need for face-to-face interactions, streamlining the onboarding of staff members.
- ✓ Built a fully automated KYC process for end-users, achieving better user experience and improved internal operational efficiency.
- ✓ Used iDenfy's KYB solution to build custom flows and collect its partners' data more efficiently through personalized questionnaires.
- ✓ Ensured complete KYC/KYB and AML compliance by screening PEPs and sanctions list in real-time to prevent partnering with risky entities.

With 99% of employees successfully completing the verification process on their first attempt without delays, FriendFinder Networks achieved a smoother onboarding experience.

- As a result, FriendFinder Networks saw a [2x increase in conversions](#).

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With large verification volumes for both staff and end-users from different platforms, not to mention third parties and corporate clients, FriendFinder Networks needed an automated approach to its compliance processes. We're glad we helped to customize their onboarding, including specifics like age verification.

Domantas Ciulde, the CEO of iDenfy