Case study

iDenfy | **Proxyrack**

70% **reduced onboarding time**
while customizing workflows, including enabling re-verification attempts

2x **more verifications handled daily**
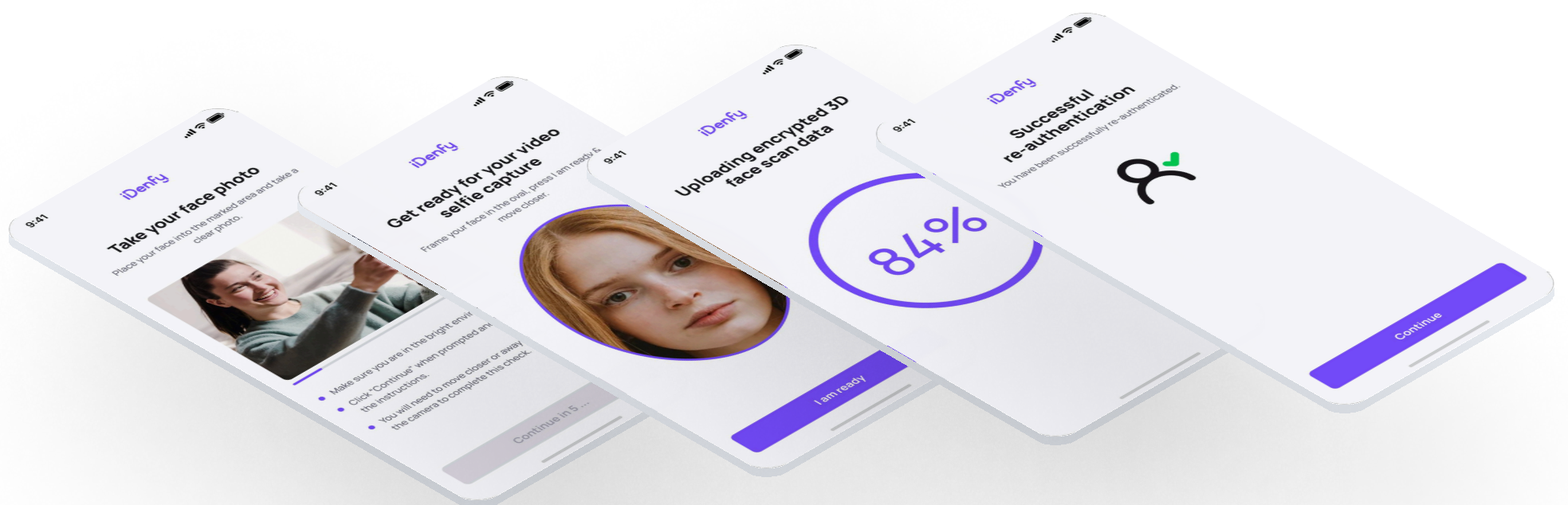even during volume spikes effectively using automation

About **Proxyrack**

Proxyrack is a provider of proxy solutions designed to help businesses and individuals enhance their online data-collection capabilities.

With a vast network of residential and data center proxies, it offers reliable and flexible services that cater to various needs, such as web scraping, market research, and more.

Proxyrack's team aims to meet diverse user needs, as the company's values align with the clients' requirements and eagerness to bring any ideas to life.

Proxyrack's solutions are designed to make it easier for users to perform activities that require diverse IP addresses and scalable performance.

Challenges

Creating different verification flows for Proxyrack was a complex task, as its audience, where user experience comes first, can quickly switch to another provider after experiencing a poor first impression.
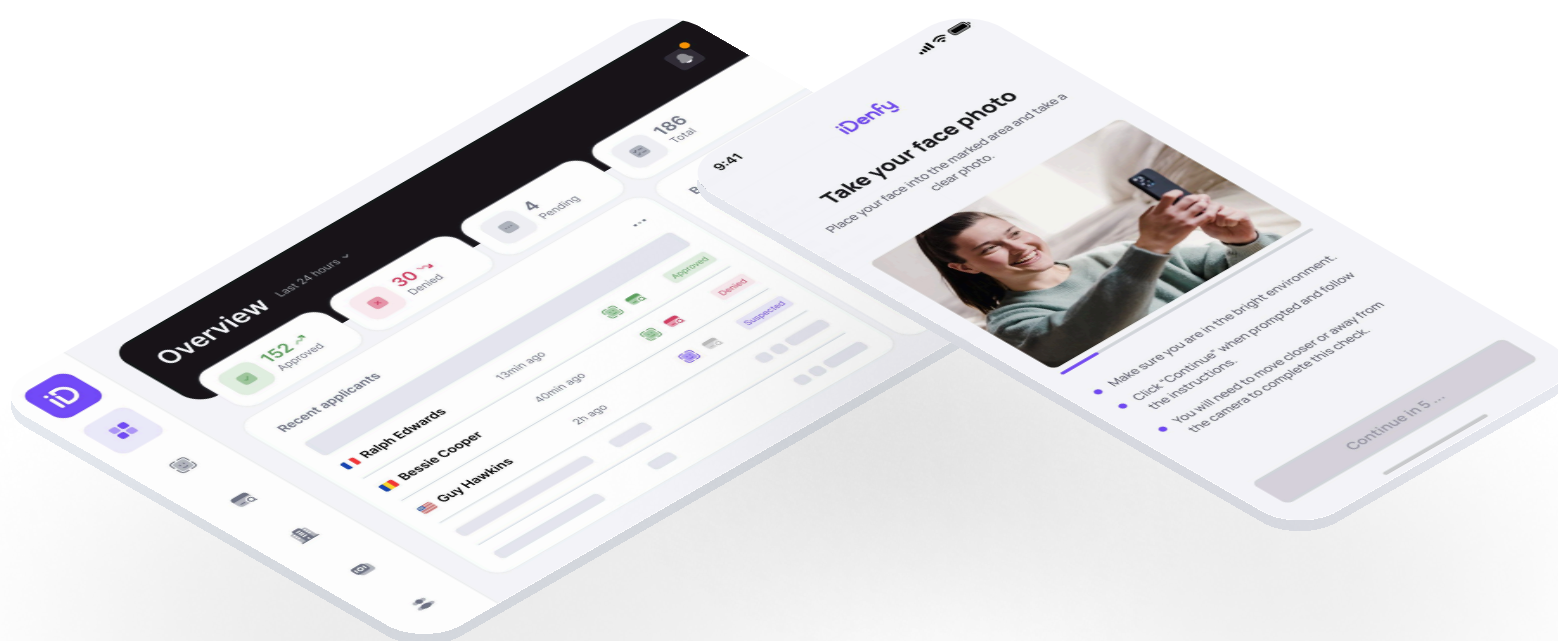
Additionally, Proxyrack noticed another issue — rising fraud schemes that have become more sophisticated, especially with increasingly popular generative AI schemes. This made real-time fraud prevention difficult, especially regarding deepfake detection.

KYC onboarding data needed to be accurate and collected quickly, with the main goal of adding more credibility to Proxyrack's platform.

Proxyrack also didn't want to hurt the business with chargebacks and fraudulent disputes, which always come with extra unwanted costs and potential damages.

This included finding new ways to identify unusual user behavior and suspicious patterns quicker, prevent fraud and money laundering, and promote responsible use of its proxy services.

To counter this challenge, the company needed to adopt a new, customizable, dual-layer KYC process, combining automated document verification with selfie biometrics.

Solutions

Proxyrack had two main goals:

> Compliance specialists **needed a unified dashboard** where they could manage KYC verifications more efficiently (with the right building blocks to access due diligence data).

> Customers **needed a more straightforward onboarding flow** that would also work as a shield from fraud (without disrupting the experience for genuine users).

Instead of relying on pre-built plugins for integration, Proxyrack chose to go with **iDenfy's API.**

iDenfy's IDV solution now handles many requests, including generating verification tokens seamlessly and directing customers to Proxyrack's platform.

Additionally, Proxyrack customized iDenfy's setup to meet specific KYC needs, which helped ensure compatibility with its existing workflows.

One key requirement was detecting and managing duplicate IDs during verification — a feature iDenfy's solution provided, helping Proxyrack boost KYC accuracy.

Why iDenfy?

> **Document verification** that's performed in seconds.

> **A high-performance software** that boosts conversion rates and adapts to different jurisdictions.

> **A unified dashboard** for compliance officers to manage all KYC data, including re-verifications.

Results

With the integration of ID verification software, it was easier for Proxyrack to **achieve its business goals.** The team had more time to focus on **scaling operations** instead of allocating resources to manual support regarding KYC cases, such as re-verification attempts.

By partnering with iDenfy, Proxyrack:

- ✓ Used iDenfy's IDV API, integrating the solution to its existing system without hassle.
- ✓ Increased overall KYC process efficiency, onboarding 2x more users daily.
- ✓ Switched to a fully automated IDV flow, increasing conversion rates.
- ✓ Resolved the chances of having a backlog, running verifications through volume spikes without disruptions.
- ✓ Customized multiple user verification options to match jurisdictional requirements.
- ✓ Eliminated manual support for re-verifications by automating multiple KYC attempts without intervention.
- ✓ Improved fraud prevention capabilities with real-time face and document duplicate detection.

This enabled Proxyrack to ensure regional and international KYC compliance, cut costs due to minimized chargeback rates, and reduce the average onboarding time by 70%.

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> iDenfy's solution offered more advanced fraud prevention capabilities. With features like duplicate ID detection, we could effectively spot and prevent multi-accounting, which previously led to free trial abuse and more time spent on high-risk transactions.
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> Ariana Wang, Fraud Expert at Proxyrack