



MARKET CHALLENGES

Acts of retail fraud are taking place every single day, costing retailers millions in financial losses.

With the number of online purchases increasing rapidly, retailers have a number of challenges to overcome to ensure that they aren't selling their products to fraudsters.

- ✗ False positives are becoming more costly than fraud
- ✗ Lack of global data to verify customers
- ✗ Lengthy and costly customer acquisition
- ✗ Account takeover fraud is growing year-on-year

MARKET KNOWLEDGE

+30% Online retailers are seeing a 30% increase in fraud year-on-year.

-5% On average retailers are losing 5% of their revenue due to false positives

+45% Account takeover fraud has rose by an alarming 45%.

KEY BENEFITS

Decrease False Positives



Reduce Fraudulent Chargebacks



Consistent Global Verification



Protection From Account Takeover



KEY RESULTS



**90%
DECREASE**

Reducing the number of false positives by 5%.



**30%
UPLIFT**

Delivering a 30% uplift in ID verification, and reducing fraud by 20%.



**0:00:05
VERIFICATION**

Instantly verifying new customers in sub 5 seconds.

HOW IT WORKS

At Hello Soda we use a range of data points to help build the profile of an individual. These data points are used to both verify and authenticate a user. Our methods for profiling include;



Social Authentication

Connected through **Profile iD**, Hello Soda's engine analyses thousands of data points contained within an individual's digital profile.



Document Verification

Personal documents are upload via **Profile iD**, these images are analysed for any inconsistencies and indications of falsification.



Biometric Matching

Using any device an individual takes a short 'selfie' video that is cross-checked with the photo on their ID document.

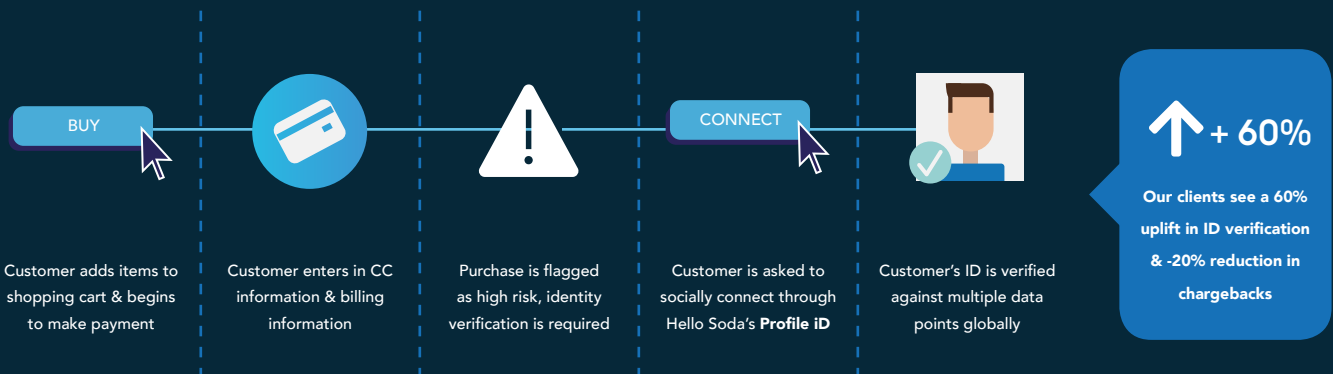


Utility Connect

Via **Profile iD**, individuals are able to verify their address or identity by connecting with their utility providers.



WHERE WE FIT



A typical user journey of an e-commerce customer.

OUR SECTOR EXPERT



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