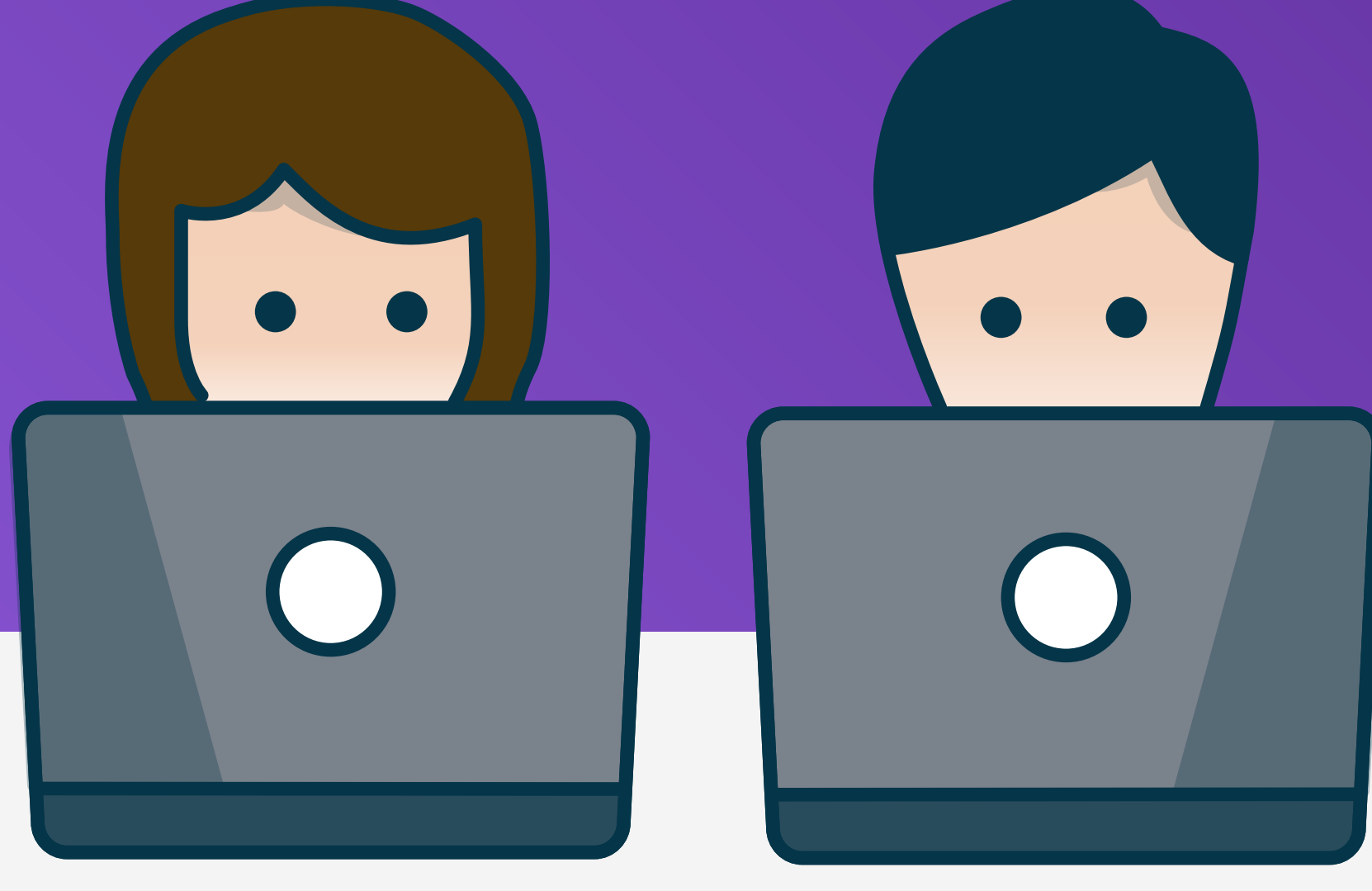


Knowing Your Customer is King

Creating excellent customer experience in cryptocurrency



As cryptocurrency has grown, so have the fraud attacks.

21%

of exchanges display subpar business practices.¹

95%

of respondents found existing customer onboarding practices ineffective.²

14%

of KYC/AML reviews result in crypto exchanges not opening or closing existing accounts.³

When looking at onboarding customers it's important to look at the bigger picture:



Fraud Losses

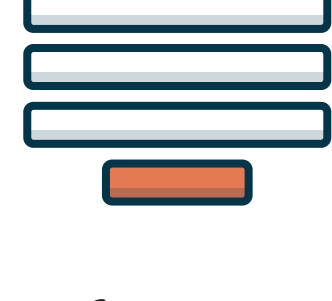


Operating Expenditures



Sales Losses

Current Pain Points:



Asking for excessive personal data

Causes heavy friction resulting in high drop off rate.



Relying on manual review agent to verify

Takes too long to be approved resulting in high drop off rate.



Relaxed onboarding process

Creates high KYC failure rate & allows fraudsters to easily slip through.

How Emailage fits into your workflow:



METHOD 1

Registration

User registers online



METHOD 2

Deposit

User performs transaction



METHOD 3

Account Maintenance

User updates account



EmailRisk Score runs algorithms & machine learning techniques to assess 200+ data variables.

846

Emailage provides a risk score ranging from 0-1000, 0 being very low risk & 1000 being very risky.



Approve

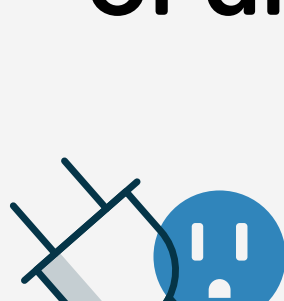
Emailage identifies as low risk. Recommended action is to approve the transaction.



Reject

Emailage identifies as high risk. Recommended action is to reject or investigate further.

There are considerable benefits offered by this kind of digital identity verification technology:



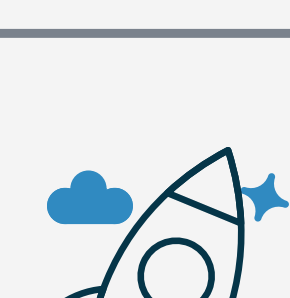
Easy integration with limited work required for IT & compliance teams.



Fraud warnings from previously queried emails in an actionable timeframe.



Decrease KYC review costs using more accurate upfront decisioning.



Boost revenue as customers are verified and approved faster.



Improve customer experience

by allowing access to an account quickly.

Let's outsmart fraud together:

Learn how Emailage's solution can help your business achieve significant growth from identifying & stopping fraud.

[REQUEST A DEMO](#)

emailage®

Let's outsmart fraud together with the power of the email address & 200+ dynamic data elements.

[emailage.com](https://www.emailage.com)

¹<https://www.cointelligence.com/content/cointelligence-exchanges-rating-status-report/>

²<https://www.fenergo.com/industry-research/client-lifecycle-management-industry-trends-report.html>

³<https://www.jbs.cam.ac.uk/faculty-research/centres/alternative-finance/publications/2nd-global-cryptoasset-benchmark-study/#.XN5gwNKJLI>