

Customer Authentication Shouldn't be a Gamble

Win the Jackpot with Dynamic Signals
to Confirm Digital Identity



As online gaming has become more popular,
fraudsters have taken note.

94%

of operators
struggle with fraud.¹

82%

are unsatisfied with their
payments systems ability
to detect fraud.¹

\$130b

in estimated online
gaming fraud losses
2018-2023.¹

When looking at fraud it's important to see
the bigger picture and determine the impact of:



Fraud Losses



Operating Expenditures



Sales Losses

WHAT'S NEW:

New regulations will require increased verification of
player age and identity. Here's what you need to know:

7th May 2019 UK Gambling Commission verification rules (UKGC)



Player **MUST** be
able to register online
via any device



Additional KYC / anti-money
laundering checks potentially
to come



Operator **MUST**
verify an individuals
age prior to play



Once verified,
player can deposit
funds and play



Operator **MUST** inform
the customer of additional
verification steps prior to play

WHAT TO EXPECT:



Added friction
for genuine players



Increased operational
expenditures



More resources
for manual reviews

The path forward: dynamic signals for confirming digital identity

There are solutions available on the
market right now capable of automating
the email verification process to ensure
optimum performance.

Relying on static data points such as an
individual's name and address isn't enough
to detect clear and present threats.

We use positive and negative signals associated
with an email address as the basis for transactional
risk assessment and identity validation.

ORDER PLACED BY:



JOHN DOE

JOHNDOE@EMAIL.COM

Here's how we can work together
to limit the added friction:



User tries to register,
deposit or withdraw
money from the sports
betting or gambling site.



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.



Operator then may
block any funds seen as
potential fraud activities.

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



Decrease onboarding
costs using more accurate
upfront decisioning



Boost revenue as
customers are approved
and playing faster



Improve customer experience by
allowing money to be quickly loaded
or withdrawn with minimal friction.

Time to turn the tables on fraud:

Discover how to halt fraudsters at the gate,
while providing fast & frictionless approval
for genuine players.

SEE HOW

emailage®

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

emailage.com

¹ Source: <https://www.intergameonline.com/igaming/news/i-gaming-struggles-with-fraud-says-survey>