

3 FAQs on the DIGITAL IDENTITY CRISIS

Banks, websites, apps, credit cards, retailers, order forms, newsletters, etc. constantly ask us to submit personal information. Our emails, names, zip codes, and more comprise the “digital identities” that are indispensable to functioning in today’s online world. But as

our “digital identities” proliferate, they become more vulnerable to theft and even grand scale fraud attacks. This paradox—that our digital identities are both key to survival and constantly under attack—has created the Digital Identity Crisis.

1

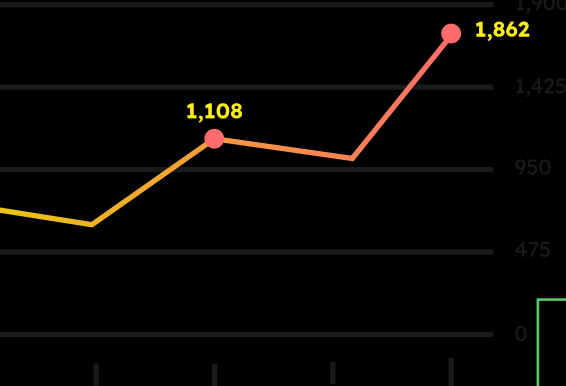
Fraud Is Nothing New—What’s Different About The Digital Identity Crisis?

Digital Identity Engulfs Physical Identity

Digital identities are spread across thousands of accounts, websites, apps, geographies, etc. They are infinitely larger and exponentially more exposed than physical identities.

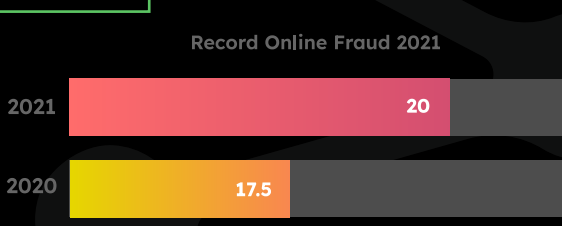
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Record Breaches 2021



The linchpin of conventionally-understood digital identity—Personally Identifiable Information (PII)—is under massive and increasing attack via breaches, ransomware, hacks, phishing and more.

Record Online Fraud 2021

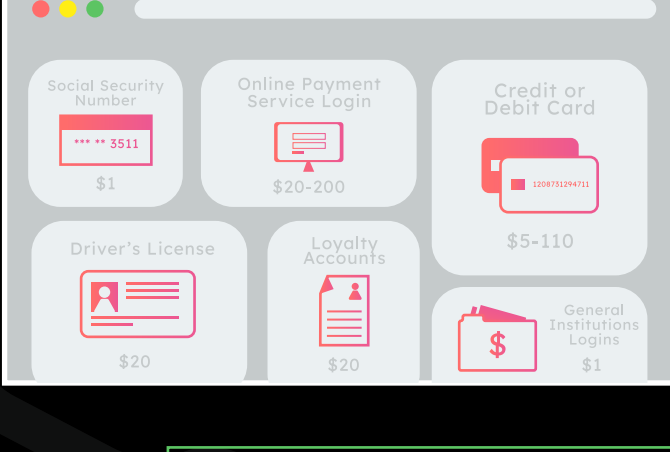


Unsurprisingly, record breaches resulted in a record **\$20 billion** eCommerce fraud losses.

2

I Already Have A Fraud Prevention Stack—Doesn’t That Protect Me From The Digital Identity Crisis?

Conventional fraud prevention stacks rely on static, backward-looking PII that is easily exploitable by fraudsters.



PII is cheap on the Dark Web.¹

PII is so corrupted, traditional security protocols **miss 85%-95%** of fraudulent Synthetic Identities when processing new accounts/purchases.²

Crime ring invented 7,000 new identities.

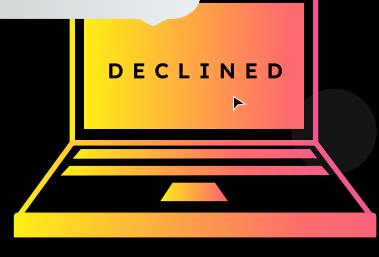
3

I Don’t Have Much Fraud Loss, Why Should I Care About The Digital Identity Crisis?

Fraud loss often isn’t the costliest component of the Digital Identity Crisis. Poor identity verification tools cause **up to 90%** false positives rates—which makes the “cure” of identity verification worse than the disease of fraud.³



33% of customers that are falsely declined will never return to that site.



False positives cost businesses an estimated **\$443 billion** over the past 2 years.⁴

False Positives = Profit Killers

1. Immediate revenue loss
2. Higher marketing costs (wasted customer recruitment, cross-sell, and retention)
3. Increased manual review costs
4. Loss of customer lifetime value



THERE IS A SOLUTION to the Digital Identity Crisis...

Pre-submit data, behavioral analytics, and neuro-cognitive research combine in real-time to overcome the shortcomings of conventional fraud prevention and stop fraud before it can start.

How? Schedule a demo and see for yourself.

neuro-id.com | 406.552.1163 | sales@neuro-id.com

Resources

- ¹ <https://www.experian.com/blogs/ask-experian/heres-how-much-your-personal-information-is-selling-for-on-the-dark-web/>
- ² <https://www.pymnts.com/wp-content/uploads/2021/04/PYMNTS-Financial-Fraud-Prevention-April-2021.pdf>
- ³ <https://www.experian.com/blogs/ask-experian/heres-how-much-your-personal-information-is-selling-for-on-the-dark-web/>
- ⁴ <https://www.ibm.com/downloads/cas/WKLQKD3W>
- ⁵ <https://www.neuro-id.com/resources/blog/how-to-reduce-false-positives>