

# SPOT RISKY SIGNALS

## 3 TYPES OF BEHAVIOR-BASED FRAUD SIGNALS



### FAMILIARITY

How familiar is an applicant with the personal data that they input? The Low Familiarity signal is the digital yardstick for reading digital body language and measuring unfamiliarity with Personal Information. NeuroID has refined its Low Familiarity signal with over a decade of data science; being “unfamiliar” with personal information might look like hesitating, manipulating data or even exhibiting suspicious pre-fill behavior. ID Crowd Alert captures thousands of behavior inputs, visualizes crowd-level familiarity at scale, and alerts to spikes in risky intent so you can stay ahead of account opening fraud.

### AUTOMATED ATTACKS

NeuroID reads digital body language by measuring how familiar an applicant is with the personal information they input. But what if that “person” isn’t a person? The Automated Activity signal available in ID Crowd Alert is designed to identify interactions which are driven by automated processes. NeuroID’s proprietary Automated Activity risk signal is embedded in every NeuroID product, including ID Crowd Alert, which both triggers alerts when a so-called applicant displays non-human behavior and seamlessly visualizes the spike in an intuitive and clear dashboard.

### FRAUD RING ATTACKS

Fraud rings exhibit specific behaviors that clearly associate them with a coordinated attack. NeuroID’s ability to both define and distinguish these behaviors is unique. Fraud rings are evolving, and the most innovative financial companies need new ways to identify fraud rings that are not based on personal information. NeuroID can evaluate every session for fraud ring behavior, and then notify you when spikes in these fraud ring behaviors are observed within their application—meaning, NeuroID can alert identity platforms, online lenders, and other financial companies when they’re under attack from a fraud ring in a way that other risk vendors and fraud stacks simply can’t.

## SEE YOUR OWN CROWD-LEVEL BEHAVIORAL DASHBOARD

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