

# BEHAVIOR FLAGGED MORE FRAUD AND IDENTIFIED RISK SOONER FOR A TOP 5 BANK

Human digital behavior—how an online user navigates a form and enters information they should know—yields insight into whether or not someone is who they claim to be.

This same behavior knowledge dramatically improves fraud detection processes, seeing bad actors faster and identifying fraud that would have otherwise gone unnoticed.

“NeuroID’s pre-submit behavior insights helped us see complex fraud attacks **4x faster** than we could before.”

VP, Fraud Solutions  
Top 5 Bank

RESULTS BY  neuroID

▼ SAW FRAUD FASTER

90%

of verified fraud was correctly classified as risky using digital behavior.

▼ FLAGGED MORE FRAUD

40%

of verified fraud cases that were previously approved manually were identified as risky.

BEHAVE YOURSELF.

...YOU DON'T KNOW YOUR BIRTHDAY?

FRAUDSTERS ACT DIFFERENTLY

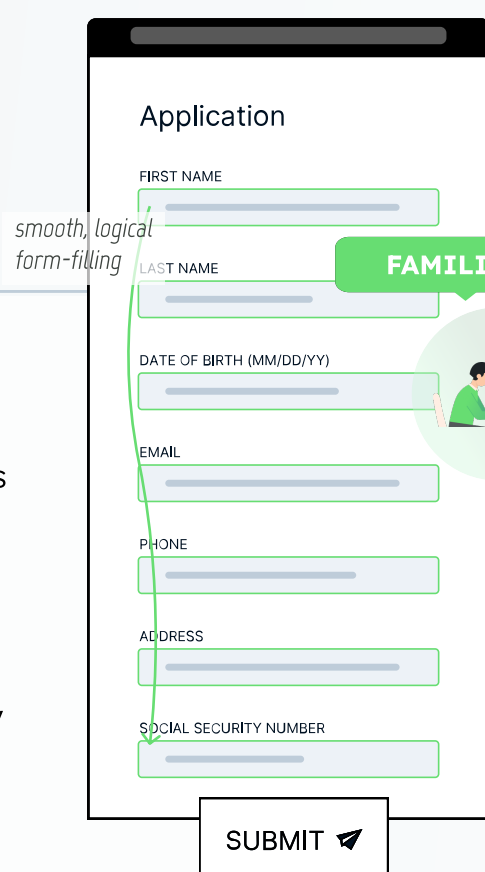
Digital behavior tells a story. When you know your should-know data, like name, email, birthdate, address, etc., you don't fumble around with it.

Lack of familiarity with personal data is an indicator of 3rd-party fraud.

When you know your should-know data, form-filling is simple and easy. NeuroID has monitored hundreds of millions of customer journeys (so yes, we've accounted for autofill, prefill, broken fingers, slow typers, etc).

See fraud faster. Know identity before applicants even press 'submit.'

WHEN IT'S REAL, YOU'LL KNOW



smooth, logical form-filling

Application

FIRST NAME

LAST NAME

DATE OF BIRTH (MM/DD/YY)

EMAIL

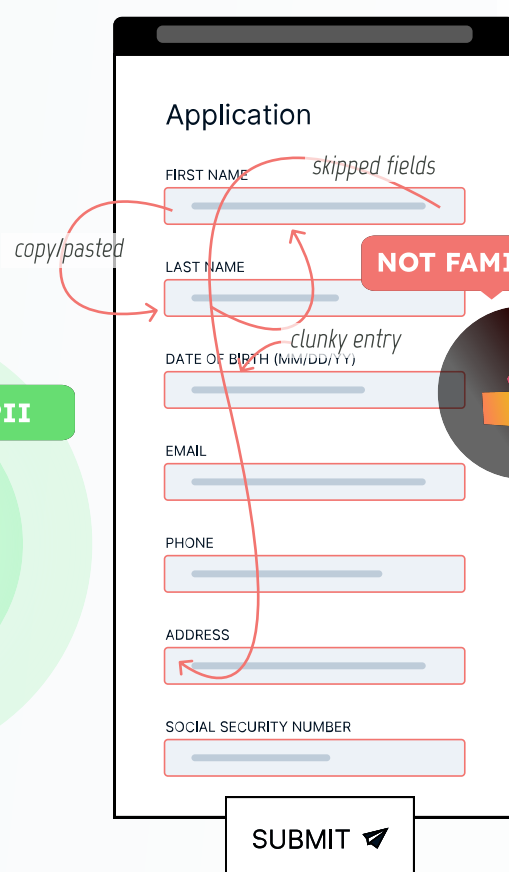
PHONE

ADDRESS

SOCIAL SECURITY NUMBER

SUBMIT

FAMILIAR WITH PII



copy/pasted

skipped fields

clunky entry

NOT FAMILIAR WITH PII

Application

FIRST NAME

LAST NAME

DATE OF BIRTH (MM/DD/YY)

EMAIL

PHONE

ADDRESS

SOCIAL SECURITY NUMBER

SUBMIT

BOTTOM LINE:

The earlier you read identity, the more fraud you catch.

SEE FRAUD FASTER. LEAD WITH BEHAVIOR.

[Learn more at NeuroID.com](https://neuroid.com)

Case studies describe our past work on real cases, but are not intended to guarantee that current or future customers will achieve the same results.