

BEHAVIOR REDUCED DIGITAL ONBOARDING COSTS BY 30% 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.

You may be under pressure as a business to reduce costs. Understanding human digital behavior dramatically improves identity funnel efficiencies and yields greater profitability as a result.

“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

▼ REDUCED IDENTITY COSTS

30%

of fraudulent applicants had unnecessary data calls tied to account opening.

▼ SEE MORE FRAUD, FASTER

Decrease
fraud risk

Optimize
data calls

BEHAVE YOURSELF.

...YOU DON'T KNOW YOUR BIRTHDAY?

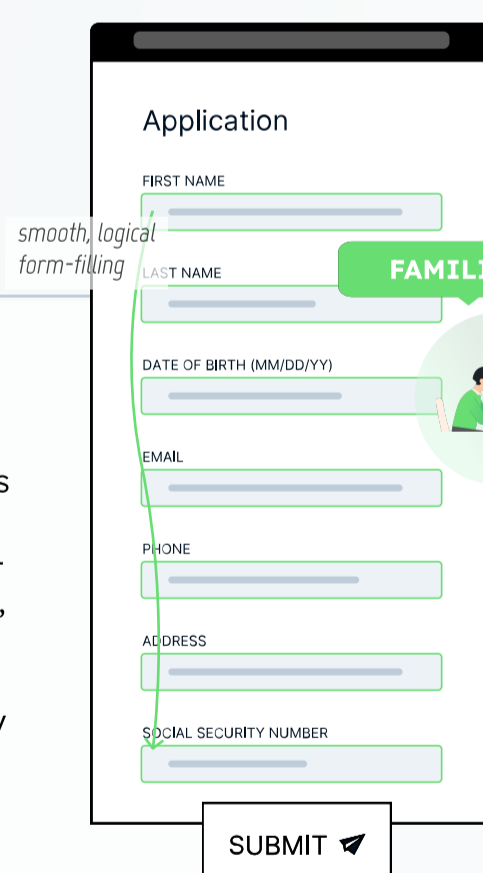
FRAUDSTERS ACT DIFFERENT

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.

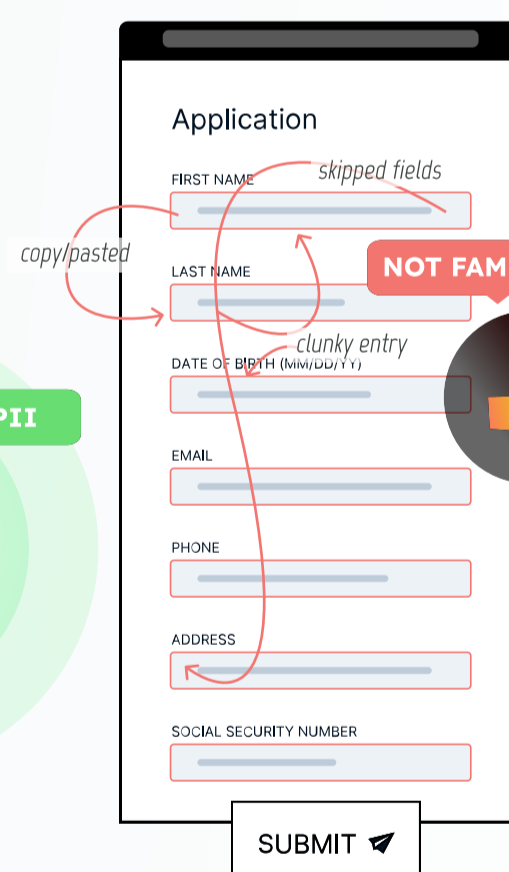
Lack of familiarity with personal data is an indicator of 3rd-party fraud.

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 auto/pre-fill, broken fingers, slow typers, etc.).

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



The diagram shows a mobile application form titled 'Application' with fields for FIRST NAME, LAST NAME, DATE OF BIRTH (MM/DD/YY), EMAIL, PHONE, ADDRESS, and SOCIAL SECURITY NUMBER. A green line traces a smooth path through the fields, ending at a 'SUBMIT' button. A green circle with a person icon is labeled 'FAMILIAR WITH PII'. A green box at the bottom contains the text 'WHEN IT'S REAL, YOU'LL KNOW'.



The diagram shows a mobile application form titled 'Application' with fields for FIRST NAME, LAST NAME, DATE OF BIRTH (MM/DD/YY), EMAIL, PHONE, ADDRESS, and SOCIAL SECURITY NUMBER. Red lines and arrows indicate a clunky path through the fields, with labels 'skipped fields', 'copy/pasted', and 'clunky entry'. A red circle with a person icon is labeled 'NOT FAMILIAR WITH PII'. A red box at the bottom contains the text 'BOTTOM LINE:'.

The earlier you read identity, the less money you waste on a bloated fraud stack.

BE COST EFFICIENT. LEAD WITH BEHAVIOR.

[Learn more at Neuro-ID.com](https://neuro-id.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.