

BEHAVIOR DOUBLED GENUINE CONVERSIONS FOR A MAJOR FINTECH, UNLOCKING \$7M IN REVENUE.

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.

Sure, you want to improve conversion rate and grow revenue, but you can't compromise on fraud rate. Low conversion is an identity problem. Understanding human digital behavior pre-submit dramatically improves conversion without giving up on fraud.

“Behavioral elements can be huge to ensure customer satisfaction and conversion. It's not just the consumer who benefits; it's also the financial institution.”

CEO of a major Lending Fintech

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.'

smooth, logical form-filling

FAMILIAR WITH PII

Application

FIRST NAME

LAST NAME

DATE OF BIRTH (MM/DD/YY)

EMAIL

PHONE

ADDRESS

SOCIAL SECURITY NUMBER

SUBMIT

WHEN IT'S REAL, WE KNOW

RESULTS BY  neuroID

▲ DOUBLED CONVERSION

2x

higher conversion rate on fast-tracked genuine applicants.

▲ INCREASED REVENUE

7m

of additional revenue unlocked from fast-tracked applicants.

■ MAINTAINED FRAUD RATE

0%

increase in verified fraud rate

Better experience

Save money

BOTTOM LINE:

The earlier you read identity, the less identity friction your good customers face.

INCREASE CONVERSION. 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.