How Coffee Meets Bagel safeguards its community for users truly looking for love

sift | **Coffee Meets Bagel**

Challenge:

Fake profiles, romance scams, and quickly adapting fraudsters.

"The entire Sift platform, but especially the ability of Sift's machine learning model to learn very quickly and adapt to new behaviors, has helped us make faster, more accurate bans on scammers."

Dawoon Kang, co-founder and Chief Dating Officer

Sift Product   Content Integrity

RESULTS

✓ Fewer fake profiles

✓ Improved customer experience

✓ Streamlined review process

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