

How an email marketing platform reduced manual review time by over 90%



Challenge:

Messaging-driven abuse and a manual vetting process that made it difficult to scale.



Integrating with Sift is super flexible and makes it a breeze for agents to disable fraudulent accounts."

Product Manager

Sift Product

Content Integrity

RESULTS



Minimized manual review time by over 90%



Eliminated 200,000 hours of account verification



Slashed 20,000 support tickets annually

