

How KSL improved manual review efficiency while reducing content fraud



Challenge:

Fraudulent postings, a small fraud team, and time-consuming manual review.



We benefited from Sift from week one, and were able to integrate all properties in 6 weeks."

Eric Bright, Vice President of E-Commerce

Sift Product

Payment Protection

Account Defense

Content Integrity

RESULTS



5x increase in manual review efficiency



80% reduction in time spent on fraud management