Smartproxy created a better user experience and reduced customer friction with Sift

sift | ▶▌▌ smartproxy

Challenge:

Fake accounts and an inefficient account review process.

" One of the biggest impressions I received initially was from the Sift team genuinely trying to understand our pain points and how they could help us solve them. The people we worked with at Sift were a key factor in our decision to choose Sift."

Lukas Marcinkevicius, Payments and Risk Lead

Sift Product Payment Protection

RESULTS

✓ Streamlined account review from 48 hours to under 2 minutes

✓ Reduced customer escalations by 96%

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