

How markt.de keeps its marketplace safe and growing



Challenge:

Fake accounts, fraudulent classifieds, and limited resources.



Implementing Sift and using the Sift Console on a daily basis is incredibly intuitive. Companies with smaller fraud prevention departments will find it a worthwhile investment."

Yin Stender, Head of Fraud Prevention

Sift Product

Content Integrity

RESULTS



760% increase in automated decisions



20% growth in classifieds within a year



No increase in manual review or staffing needs



sift