

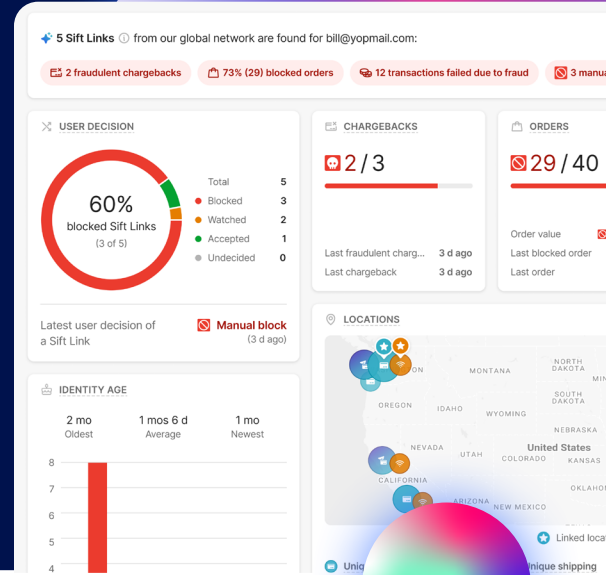
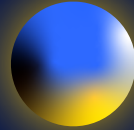


Accelerate Speed-to-Trust

Identity Trust XD: Decisions with Dimension

Fraud decisioning in the era of AI is inefficient and imprecise. User insights are buried and disconnected from the analyst experience, lacking context and clarity. The break between data and decisioning wastes time, stalls growth, and kills analyst confidence.

It's time for businesses to *shift dimensions*.



Cross-Dimensional Identity Intelligence

Identity Trust XD connects and transforms scattered data into actionable, cross-dimensional insights to deliver better fraud decisions. Powered by the Sift Global Data Network, Identity Trust XD links user behavior over time with relevant cross-industry context—all to deliver a multidimensional view into every interaction.

More Confident Fraud Decisioning with Context-Based Insights



See Behavior Beyond Your Businesses

Enhance decision accuracy with enriched insights from a user's cross-industry behavior history and past risk assessments.



See Behavior Breaching Market Norms

Identify behaviors that deviate from those of other users with deep insights at every stage of the digital journey.



See Behavior Breaking User Patterns

Fortify account protection at and immediately after log-in by quickly detecting subtle behavior changes between login sessions.

TRUSTED BY THE WORLD'S LEADING DIGITAL COMPANIES



Global Identity in the Sift Platform

Global Identity insights provide an enriched layer of visibility into user behavior. By using unique digital attributes, we deliver a global identity profile that uncovers linked behaviors and attributes across the Sift Global Network, offering multiple key benefits to businesses.

SMART + SIMPLE

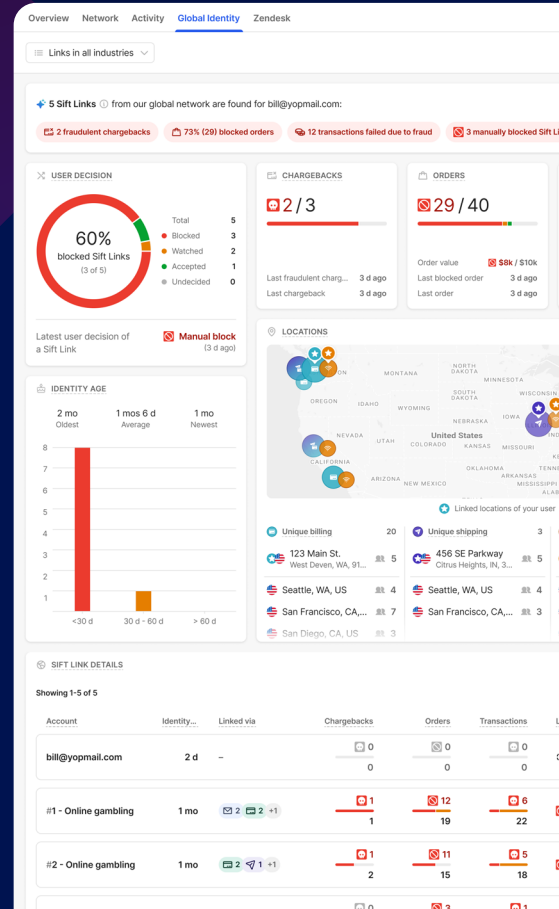
Visual-based profile layout accelerates manual reviews and provides an easy to follow story of user behavior. Give analysts the tools and trust they need to make informed decisions, even when information about a user is limited.

POWERFUL + PRECISE

Surface identity insights for every user with intel on aggregate global connections, a historical payments summary (including chargebacks, blocked orders, and failed transactions), account age, and a location summary that covers detailed billing and shipping data.

ACTIONABLE + ADAPTABLE

Combine user behavior patterns over time with enriched, real-time data from across industries and interactions. Refine fraud prevention strategies, optimize workflows, and activate trust throughout the entire customer lifecycle with better, cross-dimensional decisions.



3 WAYS TO CONSUME IDENTITY TRUST XD FOR BETTER FRAUD DECISIONS

1

Within the Sift Console

Make more informed fraud decisions with clear, comprehensive insights that show a user's risk over time based on key behavioral signals and correlated events.

2

Through Partner Integrations

Low-code integrations with prominent CIAM workflows orchestrated by Auth0 and Ping Identity make Identity Trust XD easy to consume.

3

Add to your custom-built risk engines

Supercharge your in-house fraud decisioning engine with Identity Trust XD insights, delivered as an API that easily connects with a team's proprietary tech stack.

GROW FEARLESSLY with AI-Powered Fraud Prevention

Sift is the AI-powered fraud company delivering Identity Trust to leading global businesses. Our deep investments in machine learning, a data network scoring 1 trillion events per year, and a commitment to long-term customer success empower more than 700 customers to grow fearlessly. Brands including DoorDash, Yelp, and Poshmark rely on Sift to unlock growth and deliver seamless consumer experiences.

