



USE CASE PRIMER

# Sift for SUBSCRIPTION FRAUD



# Introduction

## What is subscription fraud?

**Subscription fraud** is when a fraudster signs up for a subscription-based service using false or stolen identity and payment information, with no intention of paying for the service or goods received. Tactics include stolen credentials, synthetic identities, and repeated abuse of free trials and promotional offers. It's often account-centric, involving the creation of multiple [fake accounts](#) or [first-party fraud](#).

### Subscription Fraud in Action

A fraudster signs up for a subscription using stolen payment credentials and selects a free trial with auto-renewal. Before it ends, they update the account with a different stolen card, extending free access. This cycle repeats until the cards are flagged and legitimate cardholders issue chargebacks, further costing the business.

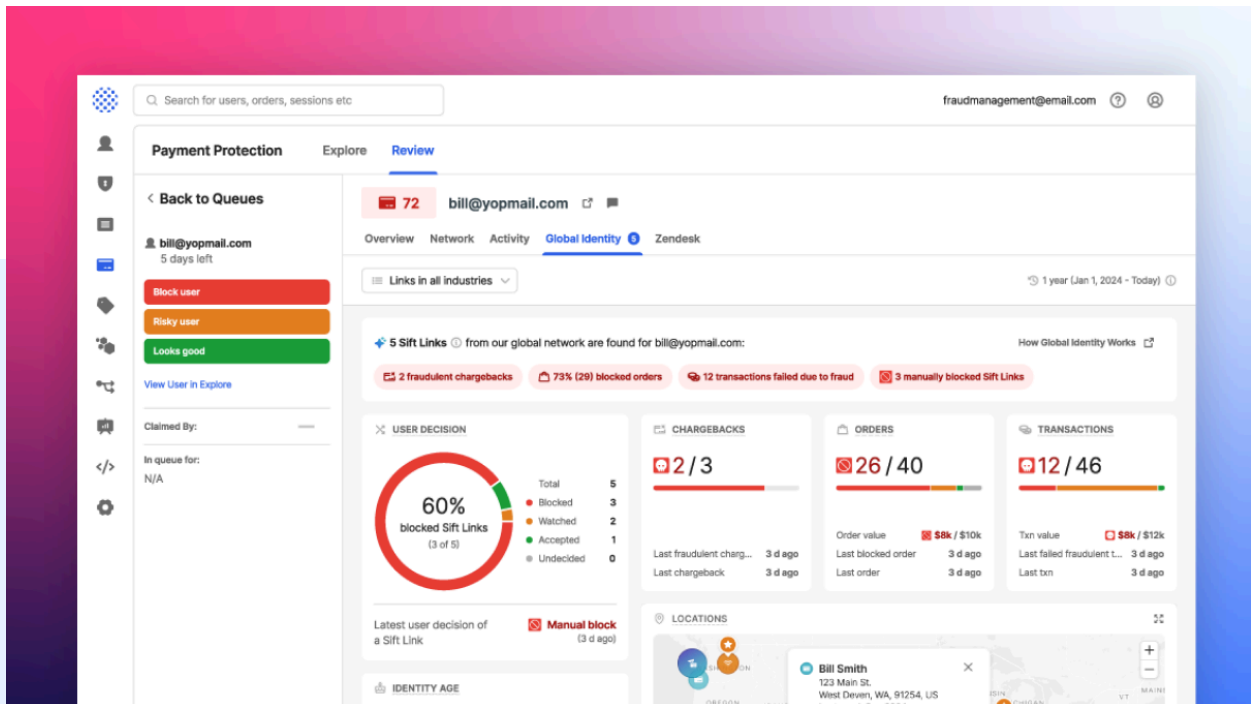


# How Sift Can Help

## Better Fraud Decisioning through Identity Trust

Sift helps businesses proactively detect and prevent subscription fraud by leveraging AI-powered models, deep identity insights, and real-time behavioral analysis. This protection is delivered through the Sift Console with:

- **Risk scoring.** Shown as a number between 0 (low risk) and 100 (high risk), the Sift Score helps teams quickly assess the likelihood of fraud.
- **Workflow automation.** Teams can create logic-based rules to determine outcomes—for example, “If the Sift score is >80, block the signup.”
- **Review queues.** Analysts can investigate suspicious account behavior and take targeted actions like banning accounts or flagging devices.



*Make smarter, context-driven decisions with Global Identity in the Sift Console.*

## Key Features

- **Real-time Fraud Detection.** Machine learning models instantly detect signs of subscription fraud, like fake signups, trial abuse, and account cycling.
- **Comprehensive Data Analysis.** Sift uses a wide range of signals to assess risk and spot suspicious activity, like device fingerprints, login patterns, and payment behavior.
- **Customizable Workflows.** Automatically respond to risk with tailored workflows that block repeat abusers or require additional verification.

## Explore Case Studies

**PATREON**

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## ABOUT SIFT

Sift is the AI-powered fraud platform delivering identity trust for leading global businesses. Our deep investments in machine learning and user identity, 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. Visit us at [sift.com](https://sift.com) and follow us on [LinkedIn](#).