Atom Tickets Reinvents the Moviegoing Experience with Identity Trust

- ✓ 40% drop in fraud-related chargebacks
- ✓ 60% reduction in manual review time
- ✓ 25% reduction in false positives

CHALLENGE

Facing Evolving Threats Without Sacrificing Speed

As Atom's platform scaled and demand surged around blockbuster releases and limited-time promotions, fraud threats grew in volume and complexity. Stolen payment credentials, coordinated bot attacks, promo abuse, and account takeovers became more common, putting both revenue and customer trust at risk. The ticketing industry is especially vulnerable during promotional campaigns and presales, when fraudsters move quickly to exploit spikes in traffic and transaction volume.

These threats didn't just jeopardize Atom's bottom line, they threatened the core of its user experience. The team needed to stay ahead of increasingly sophisticated fraud patterns without creating friction for legitimate customers or slowing down the platform during major events. That's when Atom turned to Sift for a solution built to protect speed and scale simultaneously.
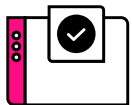
SOLUTION

Centralized Fraud Prevention for Checkout and Account Protection

Atom evaluated several solution providers across key criteria: real-time scoring accuracy, ease of integration, transparent decisioning, adaptability to complex ticketing flows, and proven industry experience. Sift stood out for its AI performance, on-demand flexibility across the digital experience, and its unique approach of putting user identity at the core of fraud prevention. Atom conducted proof-of-concepts, reviewed model explainability, and worked cross-functionally with operations and product teams to ensure Sift's alignment and long-term fit.

Atom Tickets faced fraud threats throughout its digital journey, with checkout emerging as the leading source of losses—from fraudulent bulk ticket purchases to suspicious payment activity and high-risk transactions. Sift's payment fraud prevention solution quickly identified and blocked these attacks using a multi-layered AI risk model informed by global, industry-specific, and app-level behavior patterns.

Atom Ticket's evolving offerings, including loyalty programs, put its customers at higher risk for account takeovers. To prevent this, Atom Tickets also proactively implemented Sift's account takeover solution to proactively detect and stop ATO attempts, flagging suspicious device logins or credential stuffing, and automatically triggering two-factor authentication where needed.

The implementation process was simple and efficient. Sift's APIs were straightforward, and the platform's user interface enabled both technical and non-technical team members to simulate and test fraud rules before putting them into production. Atom adopted a phased rollout, starting with passive scoring before gradually enforcing policies. This approach gave their fraud, product, and engineering teams full visibility and control, allowing them to measure real-time impact and fine-tune policies with confidence. The solutions scaled alongside volume changes and were easily configured using Sift's centralized platform.

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> **Sift stood out not just for its technology, but for its vision of fraud prevention as a growth enabler. With Sift, we've been able to protect our platform at scale—without compromising speed or customer experience.**
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> **Archith Rapaka, Chief Technology Officer at Atom Tickets**

RESULTS

Stronger Protection, Happier Customers, Lower Costs

Since implementing Sift, Atom Tickets has achieved significant, lasting gains in both fraud prevention and operational efficiency. Fraud-related chargebacks decreased by 40%, and total chargebacks now remain under 1%—even during the most fraud-prone promotional windows. Atom benefited from highly targeted friction, reducing false positives by 25%, thanks to Sift's dynamic scoring models. They also reduced manual review time by over 60%, freeing fraud teams to focus on more complex investigations and long-term strategy.

The impact on account security has been equally substantial. Account takeover incidents dropped from 800-1,000 per month during peak times to virtually zero—resulting in fewer support tickets, faster resolution workflows, and restored peace of mind for trusted customers. Atom's support team has reported noticeably fewer customer complaints about unauthorized access or payments, reflected in improved App Store reviews and higher NPS scores.

With Sift's adaptive risk monitoring, Atom uncovered coordinated fraud rings attempting to exploit short-lived promotional campaigns. The team now proactively models and enforces risk policies for key periods—like holiday weekends or T-Mobile's $5 ticket days—ensuring strong protection without delays or customer friction.

During major promotional events tied to blockbuster releases, Atom estimates a reduction in chargeback losses of $50K–$60K per month. Despite serving thousands of login requests per second, Sift's solution scaled effortlessly, adding critical layers of fraud defense without compromising speed or user experience.