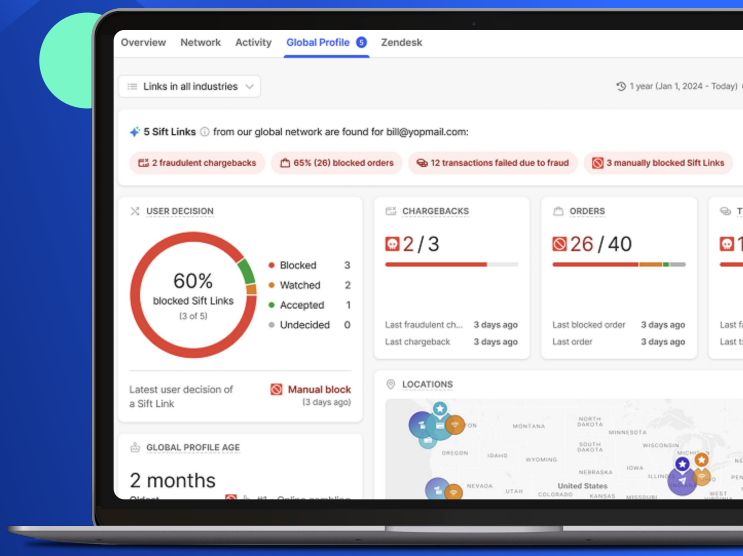
sift

GLOBAL PROFILE SOLUTION BRIEF

Global Profile Reveals True Risk with Context-Rich Insights

Global Profile surfaces connections across the Sift Global Data Network of accounts, chargebacks, and activity right when you need it at the point of decision.



THE PROBLEM

Many systems assess an account's risk by what can be seen on your platform alone.

But a flagged user might be a known, trusted customer elsewhere in Sift's network—or the reverse. Without that global context, every case becomes a manual, one-off look that misses key risk insights.

Resolve

Network links resolve a persistent identity across customers via shared attributes

Surface

Global Profile widget surfaces linked accounts, chargebacks, and identity age

Automate

Searchable in Explore, sortable in Review Queue, usable directly in Workflows

The Solution: Sift Global Profile

- More than 2.1B authentic digital citizens built from broad digital behavior
- Global fraud signals broken down by industry
- Searchable and automatable in Explore, sortable in Review Queue, and usable directly in Workflows to drive decisions
- 12-month lookback shared and usable across the Sift product platform

WHAT SETS SIFT GLOBAL PROFILE APART

Three differentiators that set Sift Global Profile apart

1. **Persistent context, not a short trailing window**

   A full 12-month lookback, not a time-limited cluster that expires in days.

2. **Identity resolution, not a simple match**

   Links a multi-attribute identity, not just a single literal field.

3. **Actionable, not just informative**

   Usable directly in Workflows, not a static, read-only reference.

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