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SIGNUP PROTECTION SOLUTION BRIEF

Stop Fake Accounts Without Flying Blind

Signup Protection gives you a real-time risk decision the moment an account is created, backed by a global network with cross-account linkages most tools can't see. And it gives you the control to configure, test, and explain every decision when it matters.

THE PROBLEM

Account creation is the most fragile moment you have to judge trust.

At signup, you have almost nothing to go on—an email, a phone number, or an IP—but must decide before any transaction or behavioral history exists. Fraudsters exploit that gap: creating synthetic "born-bad" accounts, exploiting multi-accounting to evade bans or farm reputation, and spreading registrations across many businesses at once so that no single company's data reveals the pattern.

Own It

Customizable for real-world fraud and revenue

See It

Clarity that makes analysts' work easier

Scale It

Global intelligence as a force multiplier

Fraud types Signup Protection solves

- Fake and synthetic ("born-bad") account creation
- Multi-accounting to evade bans, farm reputation, or bypass per-account limits
- Promo, bonus, and free-trial abuse via coordinated or bot-driven registration
- Coordinated registration rings spread across multiple businesses to stay under any one company's radar

Core capabilities

- Real-time risk score at account creation and account update
- Email intelligence, including normalization, alias detection, and gibberish-name/email detection
- Advanced device fingerprinting with incognito/ private-mode and browser-automation detection
- No-code workflows, routes, 100's of rules criteria, and backtesting, configurable at the signup event itself
- Console investigation with network view and historical cross-account linkage across devices, cookies, cards, and phones
- A global data network with 1T+ events, 34,000+ sites and apps, more than 2B identities
- Priced per decision, not per event

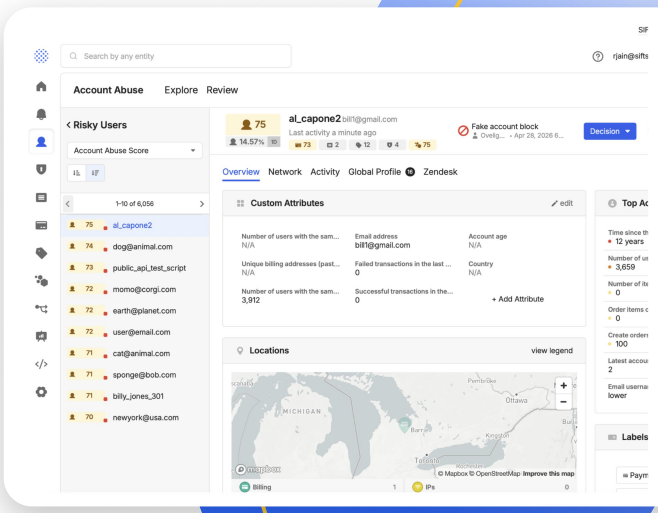
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PROOF

"Sift helps us prevent fraudulent account creation and detect suspicious activity early in the account creation process while still giving our team the flexibility to review and make informed decisions."
— 5★ G2 review, "Very intuitive"

WHAT SETS SIFT APART

Five reasons teams choose Sift Signup Protection



1. **All-time historical linkage, not a brief, trailing window**
   Sift links devices, cookies, cards, and phones across accounts all-time, so coordinated registration activity stays visible long after a rolling-window approach would have stopped looking.

2. **Visibility across merchants, not just your own traffic**
   With 1T+ events, 34,000+ sites and apps, and 2.1B identities in the network, registration activity that looks isolated inside your own data can surface as part of a broader coordinated pattern.

3. **Control at the moment of signup**
   No-code workflows, routes, 100's of rules criteria, and backtesting, are all available at account creation, so your team builds and tunes its own decisioning logic instead of accepting an opaque verdict.

4. **Decisions you can explain with confidence**
   Reason codes support analyst trust and the ability to explain a decision to an affected user or internal stakeholder, not just a flat allow/decline.

5. **Priced for outcomes, not events**
   Per-decision billing means you pay for account-creation decisions, not for every event that touches the system.

See Sift in Action

Signup Protection gives you a real-time risk decision at account creation, backed by a global network with cross-account linkages most tools can't see—so you catch coordinated fraud before it starts.



REQUEST A DEMO

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