



Evaluation guide for online fraud solutions



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How to navigate this guide

Your business must ensure a gold-standard customer experience without increasing exposure to fraud. When you adopt a trust and safety solution built with control *and* transparency in mind, it equips you to securely drive expansion and grow revenue.

Use this guide to understand different types of fraud solutions, how they stack up against each other, and critical questions to ask during the exploration process.



Common types of fraud solutions

There are several types of fraud solutions on the market, ranging from point solutions to Digital Trust & Safety platforms. These include:



Point solutions

Point solutions address narrow use cases, such as device fingerprinting or bot detection. They are often used as starter solutions or part of a broader solution set.



Decision-as-a-service (DaaS)

DaaS vendors offer a fully outsourced solution for companies without a dedicated fraud program, managing both the decision strategy and operations for the client.



Digital Trust & Safety platforms

Digital Trust & Safety platforms have comprehensive capabilities and are complete solutions that utilize real-time machine learning to block various fraud types.



Platform solutions (other)

Other platform solutions are more narrowly focused on specific capabilities or verticals and tend to be less comprehensive, often powered by models that rely on rules.

See expanded solution explanations in our [quick guide](#).

QUESTIONS TO GUIDE YOUR SEARCH

Comparing solution capabilities



To determine the best solution for your business, it's helpful to understand some of the key components you should be looking for in a vendor. You'll want to evaluate how the technology works, how much control the solution offers, and the level of transparency you'll receive.

Control

The level of control a solution provides gives you the power to make decisions on transactions and risk thresholds based on your unique business needs.

Does the solution:

- Allow you to modify ML score thresholds that map to different decisions (e.g., approve, challenge, reject) based on your risk tolerance?
- Include native authentication capabilities to apply friction or verification experiences for end users in response to risk rules or a risk score?
- Support decision strategy simulation by allowing you to analyze proposed changes over historical datasets?

Transparency

Solutions that offer data transparency give you the context needed to easily understand fraud patterns, so you can make informed decisions.

Does the solution:

- Provide intuitive ML outputs and explanations that are easily understood?
- Surface key signals to identify red flags on transactions currently being evaluated?
- Surface positive signals to highlight the legitimacy of a transaction with unclear risk?



Automation

Automation capabilities allow you to adapt to evolving fraud with automated decision-making to proactively block fraud in real time.

Does the solution:

- Leverage real-time ML insights from a global fraud intelligence network with each decision?
- Provide custom ML models tailored specifically to your business?
- Incorporate manual review decisions into your ML model as they're made (in real time), or only after a model refresh?



Scalability

Vendors that offer comprehensive solutions are more scalable and help you detect and block fraud across the entire customer journey.

Does the solution:

- Evaluate risk throughout the full customer journey? (e.g., account signup, account updates, point of purchase)
- Allow you to apply a decision at each point of the customer journey?
- Reduce false declines using ML models customized around your business?



Investigation

Solutions with investigation capabilities surface critical information to help you make quicker, more informed decisions.

Does the solution:

- Allow for bulk actioning transactions to speed up productivity?
- Provide advanced visual and functional link analysis that uncovers connections between seemingly unrelated fraudulent transactions?
- Allow you to create customized decision buttons to capture the reasoning behind an analyst's decisions?



EVALUATION CHECKLIST

Finding the right fraud solution for your business

Reference the checklist below to understand which features and capabilities are offered across these solutions.

Feature or capability	Point solutions	Decision-as-a-service	Platform solutions (other)	Digital Trust & Safety platforms (Sift)
Technology				
Real-time risk assessment with ability to apply a decision at every interaction (e.g., account creation, transaction, login, content creation)				●
Support for unlimited custom data and custom, user-designed fields—including unique events and specific features and signals				●
Advanced signal extraction that fuels models and custom rule builders				●
Ensemble of models deployed for comprehensive and accurate risk assessment		●	●	●
Real-time learning—model automatically updates within milliseconds based on new user interactions		●		●
Unique models for different attacks including fraudulent payments, account takeover, and spam content		●		●
Dedicated custom model that incorporates features and learns fraud patterns specific to your business		●		●
Built-in native authentication capabilities for dynamic friction				●

Feature or capability	Point solutions	Decision-as-a-service	Platform solutions (other)	Digital Trust & Safety platforms (Sift)
Console functionality				
Advanced console with case management capabilities, including built-in queues with both user and order-level views				●
Ability to customize user interface to meet the preferences of fraud analysts			●	●
Functional visual link analysis that shows hidden connections between seemingly unrelated fraudulent events				●
Rule-building capabilities that allow deployment without needing developer resources	●		●	●
Infrastructure to support and scale with growing operational needs (e.g., seasonal online traffic spikes)	●	●	●	●
Internal controls to configure and assign multiple roles and permissions—including customizable ones			●	●
Seamless integration with existing fraud stack with the flexibility to input different types of data from multiple sources, and output to other existing systems	●			●
Integrations with third-party point solutions and capability for decision orchestration			●	●
Security				
Data encryption at rest		●	●	●
SOC 2 certification	●	●	●	●
Support for mandatory 2FA and SSO to grant access to user console			●	●
Governance and access control, user management, and data compliance capacity		●	●	●

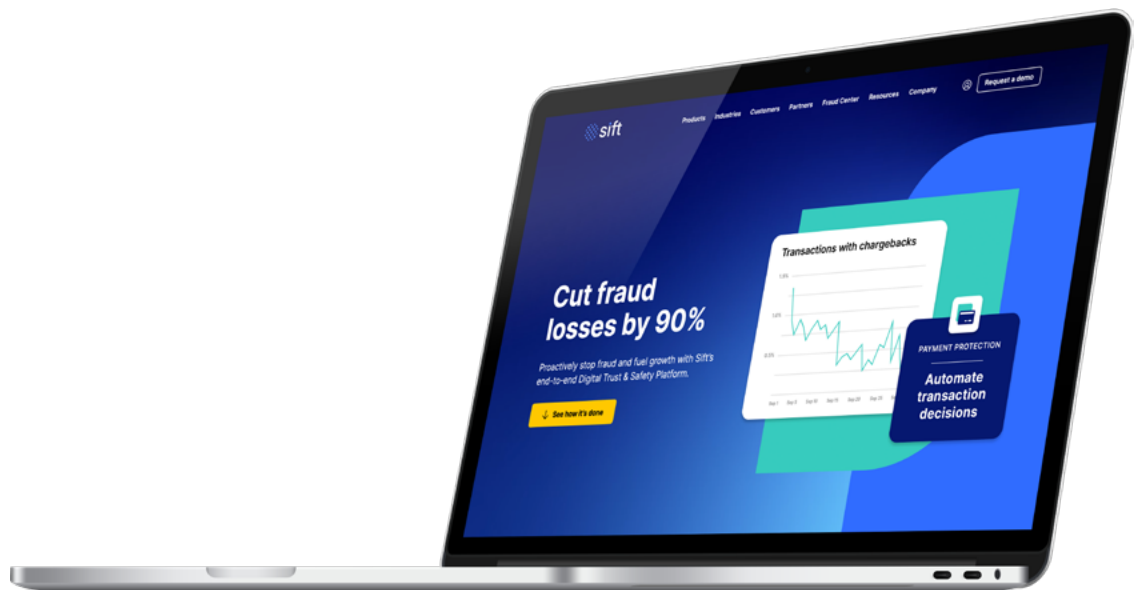
Feature or capability	Point solutions	Decision-as-a-service	Platform solutions (other)	Digital Trust & Safety platforms (Sift)
Reporting capabilities				
Pre-built reports analyzing order and chargeback metrics (e.g., order volume, acceptance rates, block rates, chargeback rates, etc.) in real time				●
Pre-built reports to monitor team performance (e.g., number of cases reviewed, review accuracy, etc.)	●			●
Out-of-the-box analytics to monitor decision strategy effectiveness			●	●
Advanced segmentation capabilities that allow users to drill down on specific business channels			●	●
Ability to easily export reports to CSV for further data analysis				●
Partnership and support				
An online community for customers to share knowledge and best practices				●
Dedicated Sales Engineer for integration planning and deployment	●	●	●	●
Customer service for onboarding, training, and continued support	●	●	●	●
Access to trust and safety experts for consultation on building a holistic strategy		●	●	●

Take control of your fraud operations— and the future of your business

With the influx of new vendors entering the fraud prevention market, selecting the right fraud solution for your business has never been more challenging. It's crucial to understand the level of automation, control, and transparency a solution provides to make the best decision for your company. [Organized fraud is on the rise](#), and your business needs more than just technology—you need the right partners to tackle the constantly-changing threats of online fraud and abuse.

Between Sift's team of Trust and Safety Architects, dedicated technical support, and our global fraud intelligence network, we ensure you're not alone in your mission to keep your customers, and your business, safe and secure.

[Talk to an expert](#) to learn how you can stop fraud, break down data silos, and lower friction with Sift.



Protect and grow your business with Digital Trust & Safety

Sift is the leader in Digital Trust & Safety, empowering companies of every size to unlock new revenue without risk. Our cutting-edge platform dynamically prevents all types of online fraud and abuse with intelligent automation that adapts based on Sift's unrivaled global data network of one trillion events per year. Global brands including DoorDash, Poshmark, and Twitter rely on Sift to catalyze growth and stop fraud before it starts.

Visit us at sift.com and follow us on [LinkedIn](#).