AI-Powered Fraud Protection for *E-Commerce*

Trust between an e-commerce business and its customers translates directly into revenue and growth. Sift's AI-powered risk decisioning platform stops fraud across every point in the user journey, building customer loyalty through real-time, identity-level insights and better digital experiences.

Purchase COMPLETE

Risk Score: LOW

Turn Trust into Revenue

Confidently pinpoint trusted users, making it less risky to offer streamlined experiences like faster login and checkout to drive higher acceptance rates, long-term loyalty, and revenue.

Drive Digital Engagement

Knowing which customers to trust allows you to offer streamlined experiences, reflecting brand value and new customer engagement opportunities. Deliver optimal low-friction experiences to trusted users, like one-click checkout and MFA-free logins.

Protect the Entire User Journey

Earn trust in every interaction by proactively blocking fraudulent activity, protecting consumer accounts, and expediting chargeback resolutions. Secure the entire customer journey from account creation to chargeback using AI-powered insights from 1 trillion global events.

Simplify Revenue Growth

Identify trusted consumers and convert them into loyal customers using identity-level insights. AI makes digital expansion easier with "cruise control" for fraud prevention, automatically adjusting to traffic surges and fraud patterns to maintain predictable performance.

Trusted by the World's Leading E-Commerce Companies

Sift is the AI-powered fraud platform securing digital 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 and follow us on LinkedIn at /getsift.

EVERLANE   HARRY'S   wayfair   PAULA'S CHOICE SKINCARE   TOUCH OF MODERN   dbrand

See Sift in action by scheduling a demo.