Identifying fraud risk by pairing physical and digital data footprints

Jonathan Clarke

Statistical Modelling Manager, LexisNexis Risk Solutions

LexisNexis Risk Solutions is a trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results. We do so by leveraging our industry-leading Big Data computing platform with vast data assets and proprietary fast-linking technology to enable businesses of all sizes to better analyze and understand data at scale, improving time-to-results and decisions. LexisNexis Risk Solutions acquired ThreatMetrix in 2018 to expand our insight in the digital space. The ThreatMetrix Digital Identity Network is implemented on over 185,000 websites and mobile applications around the world, analysing 100 million transactions daily, and over 36.7 billion transactions annually.

These two rich data footprints are being brought together to produce deep insight into potential fraud threats by comparing physical and digital profile information. Machine learning techniques have been used to explore these footprints, to discover signals of fraudulent and anomalous identities.

The presentation will focus on the benefit of using these two data repositories, the ML techniques used to explore this vast data asset, and the actionable insights discovered that can be leveraged to help our customers protect themselves from fraudulent identities.