



SYNTHETIC FRAUD MODEL

Today's fraudsters have become extremely adept at creating identities comprised of fabricated data elements or a compilation of multiple real identity elements. Their intent is to use these synthetic identities to open fraudulent accounts – and they're doing so in great volume.

FRAUD TACTICS ARE EVOLVING, YOUR STRATEGIES TO FIGHT THEM SHOULD TOO

An estimated 85% of all first-party fraud is synthetic fraud.¹ And while every business understands the importance of detecting new account fraud early, you're also under pressure to make fast decisions and increase approval rates, all while providing a seamless customer experience and remaining compliant.

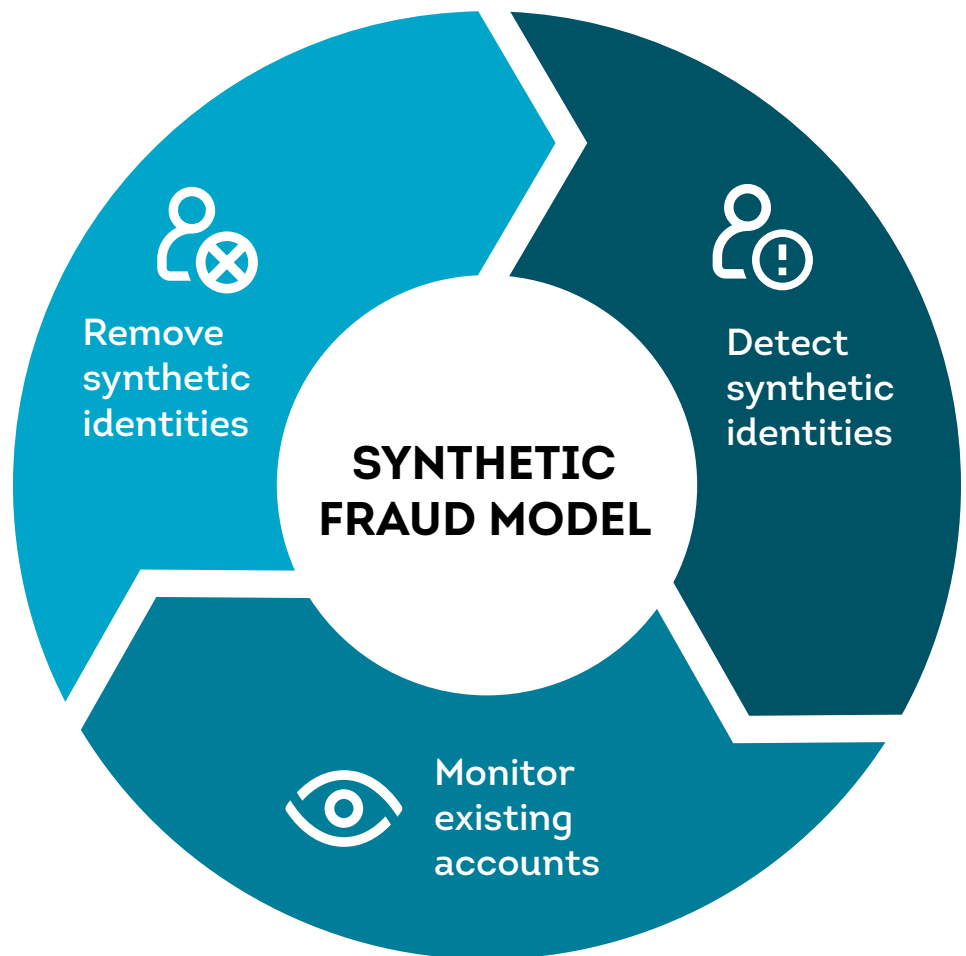
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TransUnion's Synthetic Fraud Model is purpose built to specifically analyze consumer behaviors by uncovering anomalies or suspect patterns in account openings, authorizations and associated trades-across all lines of business, including credit card, auto loans, personal loans and more. That way, you can have more confidence in your lending. By detecting this costly type of fraud at originations and throughout the customer lifecycle, you're aware and can act before a fraudster "cashes out".

¹Synthetic Identity Fraud, ABC News 2015
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BEFORE YOUR BOTTOM LINE IS IMPACTED, TRANSUNION'S SYNTHETIC FRAUD MODEL CAN:

- **Remove synthetic identities** from prescreen/prequalification programs
- **Detect synthetic identities** at the point of origination – before lending decisions are made²
- **Monitor existing accounts** to isolate synthetic identities already in your portfolio to reduce wasted efforts in back-office collections



PRODUCT HIGHLIGHTS

- FCRA compliant – helps to withstand model governance reviews
- Easily integrated into customer operations and workflows – delivered via batch or in real time
- Incredibly low false/positive rates, minimizing the potential impact to good applicants or back-office review queues
- Available for pre-screen, credit report and portfolio review
- Mitigates impact to key populations, including new-to-credit consumers, recent immigrants and damaged credit