




Verified Prefill

Increasing conversions through simplified, safe application processing

FEATURES:

 **Triangulated approach helps ensure identity is confirmed before prefill**

- Device-Based Reputation
- Identity Verification
- Passive Authentication

 **Omni-channel solution serves your customers in their preferred channel**

- Mobile
- Desktop
- Call center

 **Single API interface**

As mobile becomes the top digital channel for customer acquisition, friction derived from online forms is consistently driving high abandon rates. Verified Prefill enables safe, easy application processing, reducing burdensome forms to simple clicks — helping you improve conversion rates.

Verified Prefill allows you to:

- **Verify trust** and reputation of the device and phone number
- **Authenticate the owner** of a mobile device silently
- **Update and prefill PII** through TransUnion identity data
- **Drive conversion** by reducing PII input and eliminating KBA questions

tc[®] MEMBER LOGIN
Step 1 of 3 Tell us about yourself

Enroll now. Fast. Secure.
TruIdentity partners with your mobile carrier to speed authentication and maximize security.

Last 4 of Social Security Number

Phone Number

Enroll me fast and secure! By clicking this button you authorize your mobile carrier to disclose your mobile subscriber details including (if applicable) name, billing address, email, phone number and location.
See our [Privacy policy](#) for details on how

I'll continue signing up manually.

Verified Prefill →

tc[®] MEMBER LOGIN
Step 2 of 3

First Name
Annie ✓

Middle Name (Optional)
Link ✓

Last Name
Test ✓

Address and Unit Number
123 State Dr. ✓

City
Hollywood ✓

State
FL ✓ ↓

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