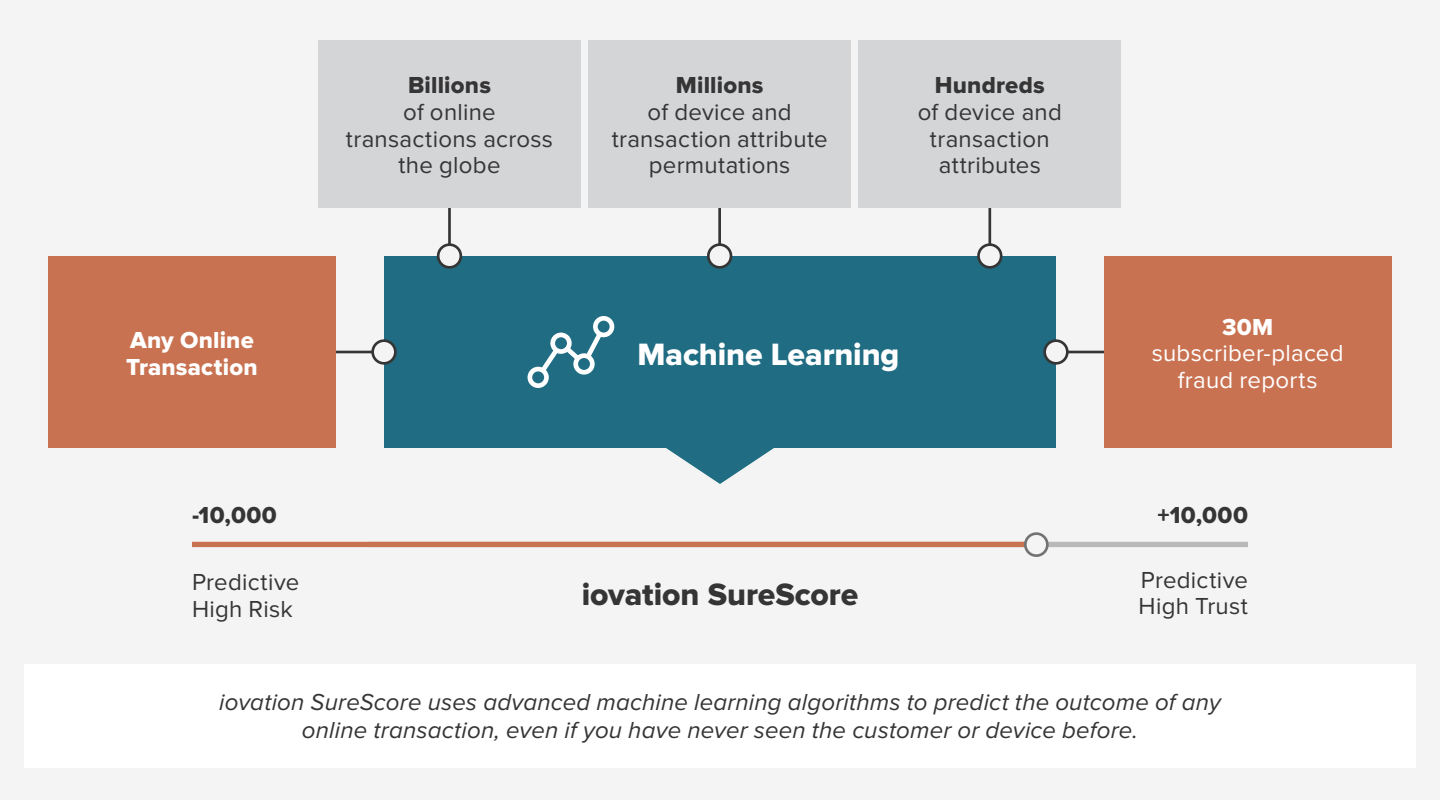
iovation SureScore

Predictive, real-time transaction insight powered by machine learning



iovation SureScore uses advanced machine learning algorithms to predict the outcome of any online transaction, even if you have never seen the customer or device before.

Fraud prevention analysts are constantly playing catch up with the ever-changing behavior of fraudsters. Still, it can be difficult to spot and protect against new fraud patterns across multiple businesses and industries, especially if the trend is subtle or only evident at a macro level.

Unfortunately, aggressive online fraud prevention efforts may have a negative impact on the user experience for good customers. In today's highly competitive market, a poor online experience can drive good customers to the competition, and hurt revenue growth and market share.

The challenge is determining how to stop bad (fraudulent) online transactions while, at the same time, attracting and retaining good (trustworthy) users with competitive offerings and a streamlined customer experience.

Machine Learning

Machine learning is a type of artificial intelligence (AI) that enables computers to learn without being explicitly programmed. These algorithms analyze billions of combinations of inputs to automatically uncover unique and subtle patterns in the data.

For many years, iovation has been an innovator in this area, leveraging machine learning techniques for the purposes of assessing device risk and device recognition. **SureScore** is our most sophisticated use of machine learning yet.

How it works

SureScore is computed by analyzing millions of device and transaction attribute patterns from billions of online transactions. Unlike other online fraud detection offerings, SureScore is automatically “trained” by having access to more than 55M confirmed, detailed fraud and abuse reports that have been contributed by iovation’s extensive network of more than 4,000 fraud analysts.

This enables SureScore to detect subtle and/or global risk trends and patterns that an individual business might never uncover, making it a highly reliable predictor of a transaction result.

Uses of SureScore

Reduce Fraud Losses and Fraud Prevention Costs

- Stop transactions that are risky
- Focus reviews on the riskiest transactions first
- Catch fraud that your local perspective may miss

Grow Revenue and Improve Customer Experience

- Grow revenue by offering special incentives to new, good customers sooner
- Reduce costs of manual reviews by fast-tracking good transactions
- Increase customer satisfaction

Key Features

- Returns a score for 100% of your transactions, even if you have no prior experience with the customer and/or device.
- Predicts transaction risk to prioritize reviews, increases fraud catch, aids in modeling risk, and triggers authentication.
- Integrated into iovation FraudForce to combine the power of machine learning into the insightfulness of your fraud prevention team.
- Predicts transaction trustworthiness to reduce reviews, decrease false positives, target upsell opportunities, and improve the customer experience.
- Requires no coding to use; simply add new rules to your existing rulesets.
- Easily integrate the risk score into other third party platforms.

iovation Advantages

Reduce Fraud Losses

- Stop more risky transactions that your local risk rules may not detect
- Stop more fraud by focusing manual reviews on the riskiest transactions first
- Stop more fraud by leveraging global fraud and risk insight from other businesses

Reduce Costs and Improve Operational Efficiencies

- Reduce costs of manual reviews by focusing on the riskiest transactions first
- Reduce costs of manual reviews by fast-tracking good transactions
- Skip more expensive verification costs when you know the transaction is bad/good

Grow Revenue Faster

- Offer special incentives to new customers
- Increase customer satisfaction by eliminating lengthy reviews and delays
- Increase customer retention by offering high-value incentives to good customers

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