



UnifyID BehaviorPrint™

The Challenge:

Identify account takeover attempts, repeat users, and duplicate accounts, even across different devices.

The Solution:

Utilize behavioral biometrics to uniquely identify individuals to match if the system has seen them before.

Use Cases:

- Account takeover (ATO)
- Promotions abuse
- Account signup fraud

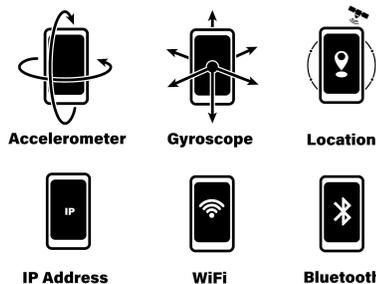
All of us behave in ways that make us unique, including the way we move, walk the places we go, and the signals from devices around us. BehaviorPrint analyzes what makes a user unique and generates a signature based on their unique behavior, allowing you to detect the human behind the device in a passive and seamless way.

By combining motion data and environmental factors from the app with advanced machine learning algorithms, BehaviorPrint is able to model each existing account owner's behavior and detect various forms of fraudulent activity, such as account takeover (ATO), account signup fraud, promotions fraud, or stolen devices.

BehaviorPrint can detect Account Takeover (ATO) events where someone gets access to a user's phone number, SMS messages, SIM card or their physical device and then uses that to login as the user and take over their account. Because it uses behavioral signals from the user, it works across different devices, and can also detect cases where the device changes hands.

BehaviorPrint can also detect account signup fraud and promotions fraud where a single user may sign up multiple times or attempt to take advantage of promotions multiple times. Because BehaviorPrint matches on a user's unique behavior instead of their device, it can reliably detect cases where the user may switch devices, phone numbers, SIM cards, or emails.

UnifyID's BehaviorPrint offers a mobile SDK that passively collects user motion readings and other environmental factors without material impact on battery usage or data consumption. The server API then allows customers to query for match events when a user reading matches a BehaviorPrint that was already registered in the system.



Increase security & reduce friction with UnifyID

For additional information, please contact us directly at inquiries@unify.id

About UnifyID

UnifyID is the world's first implicit authentication platform designed for online and physical world use. UnifyID combines 100+ passive attributes to its patent-pending machine learning techniques to yield a 99.999% true rejection rate.