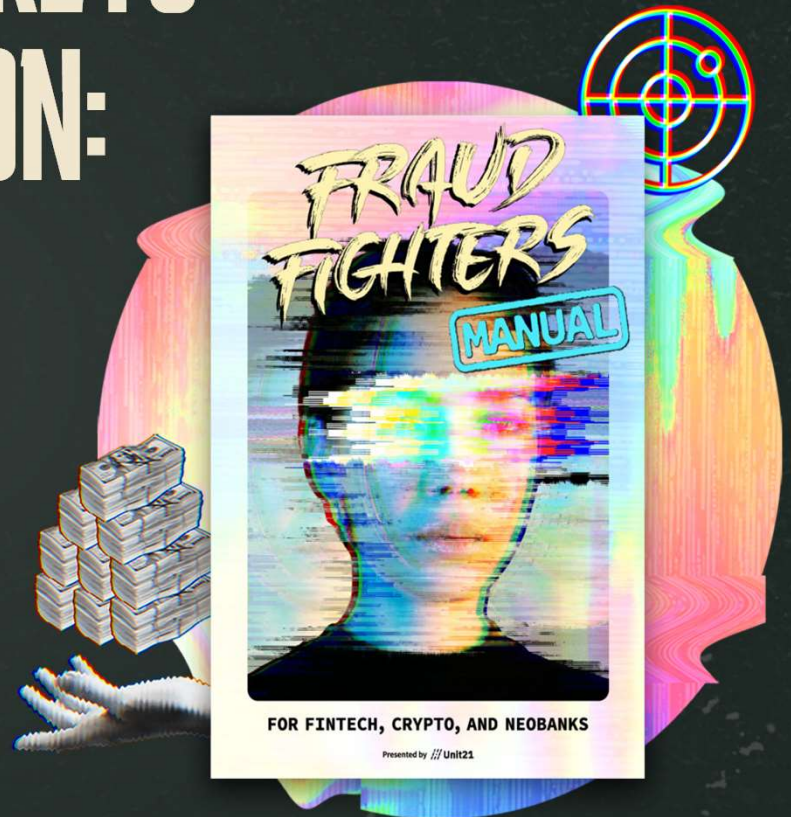
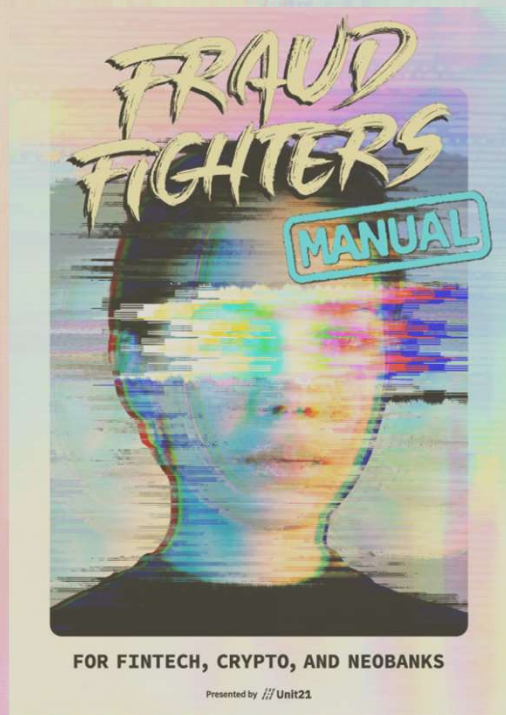


UNLOCKING THE SECRETS OF FRAUD PREVENTION: 23 EXPERT INSIGHTS REVEALED

Alex Faivusovich
Head of Fraud Risk @ Unit21



FRAUD FIGHTERS MANUAL



Teamwork Makes the Dream Work



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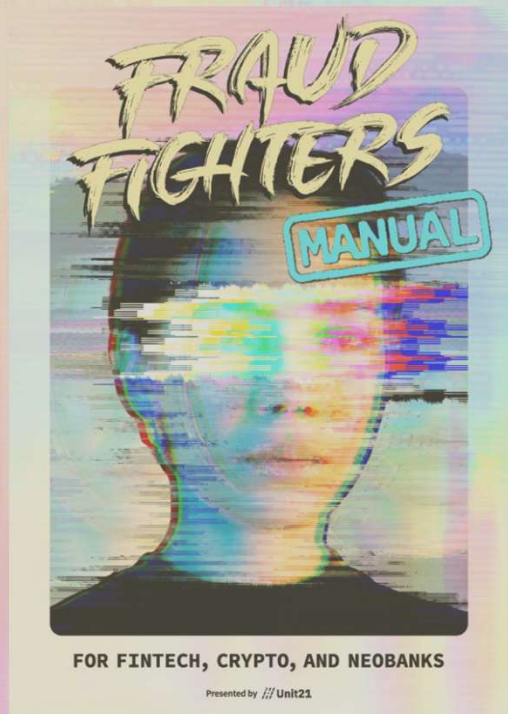
01 INTRODUCTION

02 WHAT IS THE FRAUD
FIGHTERS MANUAL

03 CHAPTER
TAKEAWAYS

04 Q&A

FRAUD FIGHTERS MANUAL OVERVIEW



Why Did We Write The Manual?

- Fraud should NOT be seen as the “f-word”
- Collaboration is key
- The growth of fraud and recent fraud trends

CHAPTER ONE



 Pinwheel

Know Your Fraudster

- Understand your organic customers
- What fraudsters are attracted to your platform and what attracts them
- KYC / KYB Strategies: Behavioral modeling, real-time detection paired with continuous human intervention
- Onboarding Funnel: Learn the deviations at every step to flag anomalies

CHAPTER TWO



Compromised & Synthetic Identities

- Creation of fake identities by combining real and fake information
- Can take years before the actual scam occurs
- Reputational damage, financial losses, and legal consequences
- Access via data breaches, deep web marketplaces, and social engineering tactics

CHAPTER THREE



Cryptocurrency Fraud

- Robust KYC/KYB policies via vetting cryptocurrency partners
- Learn how to operate in a regulated environment
- Mass adoption = learn how users interact with each other on your platform.



CHAPTER FOUR



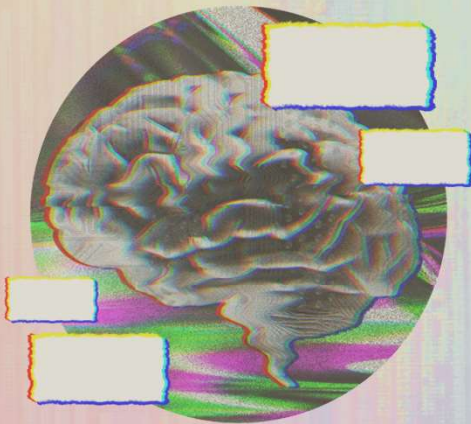
Account Takeover Fraud

- Bad actor gains access to someone else's account or personal information, often for financial gain
- Red flags = repeated attempts of 2FA, changes in login patterns, disabled security features, and small, unexplained purchases or withdrawals
- Proactive Prevention

^ TREASURY
△ PRIME

 MERCURY

CHAPTER FIVE



 Lithic

Fraud Prevention 101

- Rules specific to your requirements
- Data Governance: Control of your data and improve data quality and accuracy
- Think like a fraudster
- Define normal product usage looks like
- Customer segmentation to avoid unnecessary friction and reduce workloads

CHAPTER SIX



 Brex

Risk Operations

- Team members
- Link risk management to business goals.
- Share the same OKRs across teams
- Be curious, ask questions

THANK YOU!

Interested in how Unit21 can help
your fraud prevention efforts?

Scan the code or visit www.unit21.ai/schedule-demo
to see the infrastructure in action.

