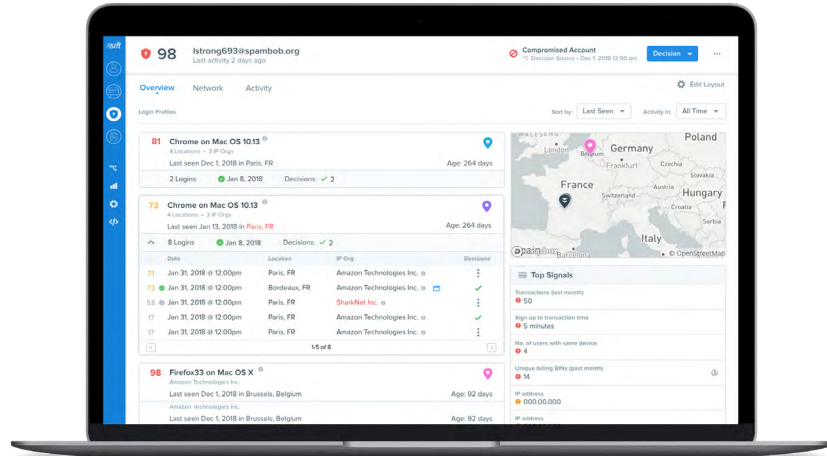# Defend your users.
Protect your brand.

Put an end to fake accounts, and stop losing customers to account takeover. Bolstered by the largest global network of data in the industry, Sift Account Defense uses real-time machine learning to look at more than 16,000 signals to identify good and bad users with unparalleled accuracy — so you can stop new attacks before they happen.

Protect customers and grow your business

Block fake accounts
Keep fraudsters and bots from signing up and damaging your brand and bottom line.

Stop account takeover
Prevent bad actors from accessing good accounts and eroding your customers' trust.

Reduce friction
Maintain a simple and secure experience for good users, while blocking the bad.

Reduce ATO by
67% or more

Automate **70%+** of manual account reviews

3X decrease in customer verifications

5x ROI after switching from legacy system

> "Sift detects more account takeovers than our rules-based system could, and the console makes it easy for our team to investigate suspicious cases and take action quickly."

Wayan Tresna Perdana
Senior Product Manager - User Platform at Traveloka

indeed   **Remitly**   shutterstock   traveloka   KSL   TURO

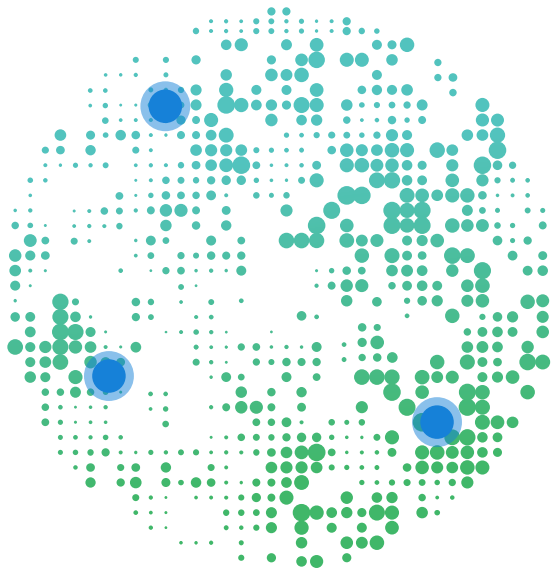# A complete solution engineered for protection and growth

Analyst Console

Easily detect anomalous patterns in user behavior with a clear view of login history — from locations and devices to a timeline of sessions.

Workflows

Create dynamic login experiences, block or accept signups, or route accounts to review with automated Workflows.

Queues

Customizable Review Queues make the process faster and more efficient so you can reduce customer friction and optimize experiences for real, valuable customers.

Sophisticated signals stop attacks faster

- Login from unusual locations
- New and unknown device fingerprints
- Changes to user profiles
- Anomalous behavior and activity

- Login velocity attempts
- Password and email changes
- Scripted attacks
- Travel distance between sessions

...and 16,000+ more

Contact our industry experts to learn more about Sift Account Defense