Stop more fraud. Unlock growth.

Simplify the fight against fraud with Account Defense from Sift. Reduce losses, automate operations, and get back to growth with one intuitive platform that proactively stops account fraud in real time.

Don’t let account threats devastate your business

**Block fraudsters**
Detect and block account fraud with real-time risk assessments and built-in step-up challenges.

**Accelerate operational efficiency**
Automate decisions with customizable, rules-based Sift Workflows.

**Sustain customer trust**
Unlock conversions for trusted users, block risky ones, and review uncertain cases.

Sift identifies trusted customers and reduces transactions that have to be authenticated, reducing payment friction and increasing conversion.

Wayan Tresna Perdana, Sr. Product Manager – User Platform | Traveloka
Tap into the platform effect

Account Defense

**Powerful**
The Sift console is an intuitive and powerful tool for deep-dive investigations, rapid decision-making, and workflow management. Easily generate reports and dashboards that provide a complete view of business health.

**Flexible**
Automatically and proactively block fraud in real time using industry-leading decision models and data-driven rulesets. Connect multiple data sources and customize intelligent models to serve your unique needs with just a few clicks—no code required.

**Smart**
Sift customers have access to global and bespoke machine-learning models tuned to their specific fraud patterns. Both are powered by insights from Sift’s global data network, improving accuracy by 40%.

Get an edge in the fraud fight
Reach out to sales@sift.com or take our Digital Trust & Safety Assessment.

“Sift is instrumental in aggregating data all in one place and making sense of it in a way that’s actionable.”

Yan Pritzker, Co-founder & CTO | Swan Bitcoin