Defend your users. Protect your brand.

Detect and prevent losses from account takeover (ATO) attacks. Bolstered by the largest global network of data in the industry, Sift Account Defense uses real-time machine learning to identify trusted and risky users with unparalleled accuracy—so you can stop new attacks before they happen.

Protect customers and grow your business

**Reduce friction**
Maintain a simple and secure experience for trusted users, while blocking the fraudsters.

**Stop losses**
Put an end to spam & scams, payment fraud, and stop losing customers to account takeover.

**Reduce customer churn**
Protect your brand and the lifetime value of users you would lose to ATO.

- Reduce ATO by **67%** or more
- Automate **70%+** of manual account reviews
- **3X** decrease in customer verifications
- **5x** ROI after switching from legacy system

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“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
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 by introducing security notifications, two-factor authentication, or a forced password reset 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.

**2FA + Notifications Included**
Sift Authentication gives every customer the ability to send a 2FA or security notification with little to no code required, without any additional cost.

**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