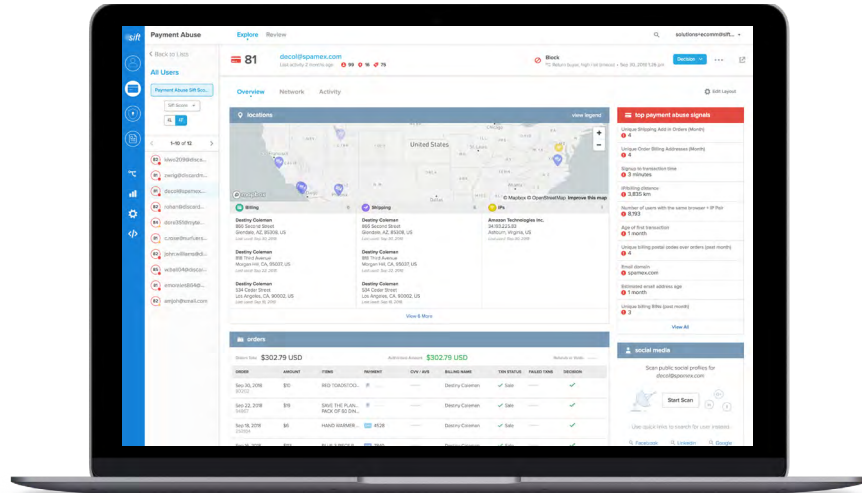


# Stay ahead of spam, scams, and toxicity

It's never been more crucial to protect your users from content abuse — including scams, spam and other fraudulent content. Bolstered by the largest global network of data in the industry, Sift's Content Integrity uses real-time machine learning to look at more than 16,000 signals to identify bad users and risky content with unparalleled accuracy, so you can moderate with speed and scale.



## Protect your brand and users



### Proactively prevent abuse

Reduce fraudulent content by up to 90% with technology that defends in real time.



### Safeguard your brand

Create better customer experiences, reduce churn, and preserve your brand's integrity.



### Work efficiently

Slash long review queues by 60% or more with powerful workflow automation.

**70%** reduction in flagged content

**70%+** decrease in spam

**80%** decrease in manual review

**5x ROI** after switching from legacy system



“Our partnership with Sift has really allowed us to focus on growth and enable our community to have a secure and trusted environment where they can share their personal style.”



**Robbie Fritts**  
Director, Fraud and Payments at Poshmark



## Instant, accurate content and behavior analysis

### Content analysis + behavior footprint

We analyze how your users create content: the timing and sequence of behaviors, velocity of activities, unique users they interact with, and more.

### Global data network

Benefit from our consortium of over 12,000 sites and apps from day one of your integration, and stay ahead of global trends.

### Custom modeling

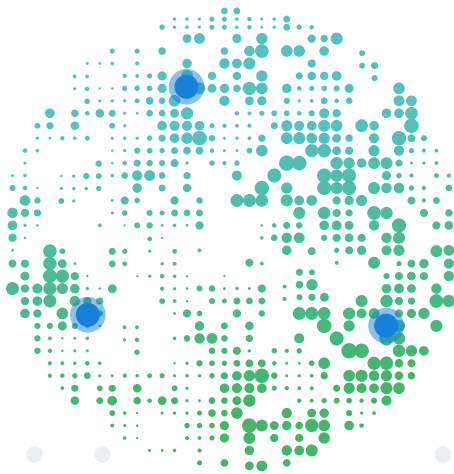
Get more accurate results with models tailored to your specific business, use case, and fraud patterns

### Language-agnostic algorithms

We automatically detect how fraudsters adapt their language patterns, so your team doesn't have to continuously identify and blacklist new terms.

### Console & Workflows

Automate content moderation with customizable workflows that block or accept users and content, or route risky behavior to review queues.



## Sophisticated signals stop bad content faster

- Volume and velocity of content shared
- IP address and device used
- Deep textual analysis
- Duplicate or similar messages
- Site or app navigation
- Repeat vs. first-time actions
- Email and domain analysis
- Social data

...and 16,000+ more

Contact our industry experts to learn more about Sift Content Integrity