



Rules **vs** Machine Learning

The future of fraud fighting is here. The Sift Science Trust Platform is the only fraud prevention platform leveraging Live Machine Learning, allowing you to reduce fraud, reduce manual review, and increase conversion. Rules alone are not strong enough for your fraud and content moderation team.



Why are these conventional abuse defenses falling behind?

1. User expectations are high.
2. User-generated content and activity online has exploded.
3. Spammers and scammers are getting more sophisticated and creative.



Machine learning is key to keeping up with user expectations and increasingly sophisticated attacks.

Why make the switch?

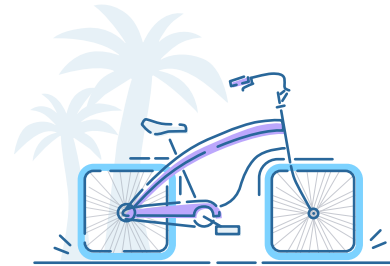


Rules are reactive

Rules work backwards. Rules can only be introduced after an attack happens, and can take hours to be implemented. Instead of proactively stopping bad content and users, rules are reactive and slow to stop the bleeding.

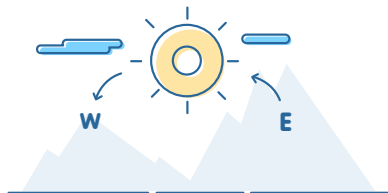
Rules don't work

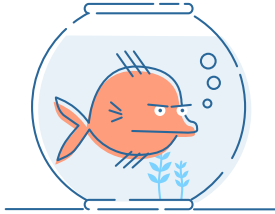
Rules treat the world in black and white, leading to false positives and false negatives. Turning away good users and blocking their content means lost revenue, while accepting bad users leads to more loss.



Rules don't change

Staying ahead of fraudsters is impossible, because rules never match their step. By the time the source of a new pattern has been identified, bad accounts, orders, and content have already gone through. You won't be able to catch all permutations with static rules.





Rules don't scale

Staying ahead of fraudsters is impossible. By the time the source of a new pattern has been identified, bad accounts, orders, and content have already gone through. You won't be able to catch all permutations with static rules.

Rules are limited

Rules don't track behavior across platforms. Spammers might change tactics, but some fundamental traits stay the same across networks. Rules can't capitalize on scammers' laziness, because they don't learn off of previous behavior.



universe

“Sift has paved the way for us to scale our community effectively while building and maintaining user trust. Not only have they provided a real-time, automated solution for us to manage all types of fraud and content abuse, Sift has allowed us to confidently accelerate into new markets globally.”

CRAIG FOLLETT, CO-FOUNDER & CEO



What you can do with machine learning



Stop bad content faster

Machine learning reduces detection time from days to seconds. By identifying patterns of bad behavior and fraud in real time, you can block fraudulent content before it's posted – drastically cutting exposure rate.



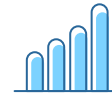
Automate fraud detection

Machine learning detects new attacks based on previously observed events. Given a steady stream of good data and feedback, the predictions keep getting better. No need to tweak rules or make changes to your integration.



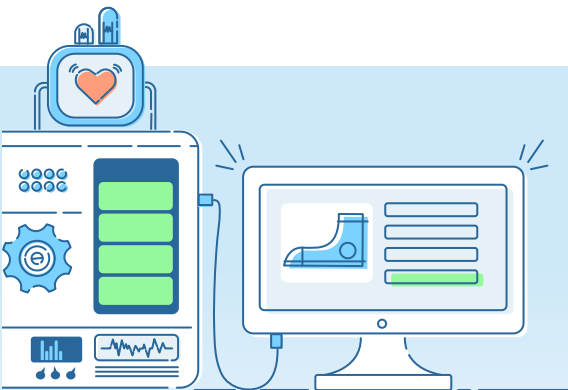
Catch complex fraud

Machine learning combines all data to make the best decision. A good system can detect new fraud patterns automatically, picking up on nuances that rules cannot. The result? Unparalleled accuracy for detecting complex fraud.



Reach operational efficiency

Machine learning complements your team by streamlining review, so you can focus on cases that really need human insight. Everything else can be automated with ease, and you can stop wasting time on needless reviews.



Rules cannot be hardcoded for 10,000s of behavioral, identity, transactional, and similarity signals needed to catch fraud. Only machine learning is responsive enough to keep you ahead of these advanced attacks. If you're not embracing machine learning, you'll be left behind.

Our machine learning isn't a black box

Sift Science has speed, scale and transparency that other ML vendors – and your dedicated content or fraud analyst – can't match.



Live Machine Learning™

Most models update every couple days or weeks. Sift Science learns and updates within milliseconds. Catch fraud faster and stop the bleeding early.



Network effects

You're in good company. Access to the largest global network of customers means you get insight into fraud patterns you may not have seen otherwise.



No black box

We surface our learnings in a user-friendly console, telling you why we think a user is fraudulent. Conduct deep dives and find new fraud patterns with ease.



Powerful automations

Leverage the Sift Score – a distillation of all our learnings – to automate your processes and block bad users while decreasing friction for good ones.



24/7 Support

We provides you with unlimited 24/7 support and a dedicated Solutions Engineer for a comprehensive, white-glove solution.



PATREON

If Sift Science gives us a score of 90, we know that that's fraud – there's no need to double check.

MARITZA DOMINGUEZ, TRUST & SAFETY

Switching is easy!

And we're here every step of the way.

Quick integration – Our solutions experts get you up-and-running in no time and with no cost with our easy-to-integrate REST APIs. Thanks to our global network, you'll be protected from day 1 of your trial, and we'll learn your fraud patterns quickly.

Make Sift Science your primary tool – At the end of your trial, you'll have seen how accurate we are and how quickly we learn, and you'll have pruned some of your rules. Now you can start automating more with Workflows.

Use us with your existing system – No need to turn your rules off the moment you've integrated. We'll help you gradually incorporate Sift, so you can slowly eliminate ineffective rules and get ready for your complete transition to machine learning.

Fewer rules, more revenue – You're harnessing the full power of ML! Sift Science will keep getting better and you'll see decreased fraud, less manual review, and increased conversion. With workflows, you can still target certain criteria for automation.





Poshmark, one of the largest social marketplaces for fashion, has seen a 70% decrease in spam comments since implementing Sift Science.

Couchsurfing automated more than 60% of account deactivations.

Universe (Ticketmaster / Live Nation company) saw 10X faster time to resolving spam and scam attacks, especially bot attacks.

Want to learn more about machine learning and how it can help you? Download our ebook, [The Future of Fraud Fighting](#).