



Reducing Friction at Global Social Media Platform's Registration

Using Elephant data modeling and scores to uplift fraud prevention and streamline onboarding for genuine users while avoiding registration dropout.

Challenge

Reducing cases where a Global Social Media Platform imposes a captcha challenge can possibly uplift real user acquisition. On the other hand, recognizing genuine risk is key to prevent bots and automated scripts from creating fake accounts.

Solution

Elephant analyzed Global Social Media Platform's provided data on registration, retrained our model in several ways to calculate the individual score performance on the provided precision thresholds.

First, to understand cases where Global Social Media Platform's score induced registration abandonment from trustworthy users and also cases where Global Social Media Platform doesn't recognize genuine risk or impose any challenge while Elephant identifies them as risky.

Then, we trained a Join Model that incorporated the Global Social Media Platform score into our model by adding it as one of our features with significantly better results.

Results

99.2%

Increase in bad users rejected

19%

Improvement of ROC-AUC for Global Social Media Platform machine learning models

+80%

Improvement in recall precision combining with Global Social Media Platform scores (Evercaptcha)

Other findings

- We saw a strong uplift in fraud recall at pre-registration, significantly better than Global Social Media Platform's score.
- Trust recall improvements are even stronger, especially when considering that abandons likely are disproportionately actually good in the mutually low or combined ranges. There are also opportunities for more gains using our entire set of scores, insights, and connectivity.

About Elephant

We're on a mission to create a world where identities are real and trustworthy people can transact online without friction because the platforms they're using are employing AI-enabled information gathering and automation tools that block out fraudsters and scammers.



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