



**DIGITAL INSIGHTS**

# TruValidate Device Proofing for Gaming

**OVERVIEW**

## Stop bonus abuse, mitigate chargeback fees and minimize friction against good players

Online gambling is time-sensitive: players need to be able to make a bet quickly and efficiently, without being hindered in the process. Player abandonment can be as high as 70%; fostering a friction-right player experience is paramount.<sup>1</sup>

At the same time, fraud within the gaming industry is rampant. In 2022, gaming experienced the highest suspected digital fraud rate for transactions across all industries: 7.5%.<sup>2</sup> While creating a friction-right user experience is essential, operators also need to be able to confidently stop fraudsters from gaining access to services. With increasingly high rates of bonus abuse, arbitrage betting, chargebacks and account takeovers, operators need to protect themselves from financial loss, reputational damage, and non-compliance while also building customer loyalty with legitimate players.

The good news is that you don't need to choose between a friction-right player experience and fraud prevention. In fact, a digital strategy based on sufficient and diverse signals helps provide an accurate view of digital risk, which reduces unnecessary friction against good players and transactions while simultaneously protecting against fraud losses for your business.

1 The State of Online Gambling Fraud: An Interview with Declan Raines of TransUnion, May 5, 2022 | Gaming Americas  
2 TransUnion 2023 State of Omnichannel Fraud Report

## A strong digital strategy begins with more comprehensive identity and risk data

Sorting safe from risky interactions starts with developing risk insights at key points in the player journey—including player onboarding and account management—enabling a proactive fraud strategy that covers a greater breadth of digital use cases. This proactive strategy demands “day one” value, with no burn-in period or gaps in coverage, and longer device fraud data retention for greater scale and precision. That’s where TruValidate Device Proofing can help.

TruValidate Device Proofing employs a unique combination of comprehensive digital fraud solutions, including user behavior, device-to-identity linkages, and device reputation intelligence, for expansive signal coverage and “day one” insights into the user journey. Device Proofing also features long-term fraud data retention for greater fraud coverage and capture, and advanced data science and machine learning for continuous improvement.

## DEVICE PROOF YOUR DIGITAL INTERACTIONS FOR LOWER FALSE POSITIVES AND IMPROVED PLAYER EXPERIENCES

### Device Reputation:

Device Risk helps distinguish fraudsters from true players based on device reputation and insights from a global consortium of 6,000 fraud analysts and 10 billion+ known devices

### Device-to-Identity Linkages:

Digital Identity Risk continuously assesses identity linkages to authenticate the user behind the device, especially for first-time-seen devices and players

### Device Interaction:

Behavioral Analytics interprets user interaction with online forms in real time to distinguish typical player behavior from fraud ring activity

## A Recognized Leader in Identity Verification

### TransUnion was named a Leader in The Forrester Wave™:

Identity Verification Solutions, Q4 2022, with the highest possible score in the category of Market Presence, as well as the highest scores possible in the criteria of Execution Roadmap, Planned Enhancements, and Supporting Products and Services. Thousands of brands and agencies across the globe trust TransUnion to improve the entire digital journey, from account creation and onboarding to transactions and ongoing account management.



- **Actionable and comprehensive identity and device data**

Matched against robust credit and non-credit data, first-party network data, and over 10 billion devices with consumer outcome feedback loop

- **Advanced data science and machine learning**

Evaluate linkage strength between identity fragments, preserving only high-quality elements

- **Long-term retention of device age and reputation**

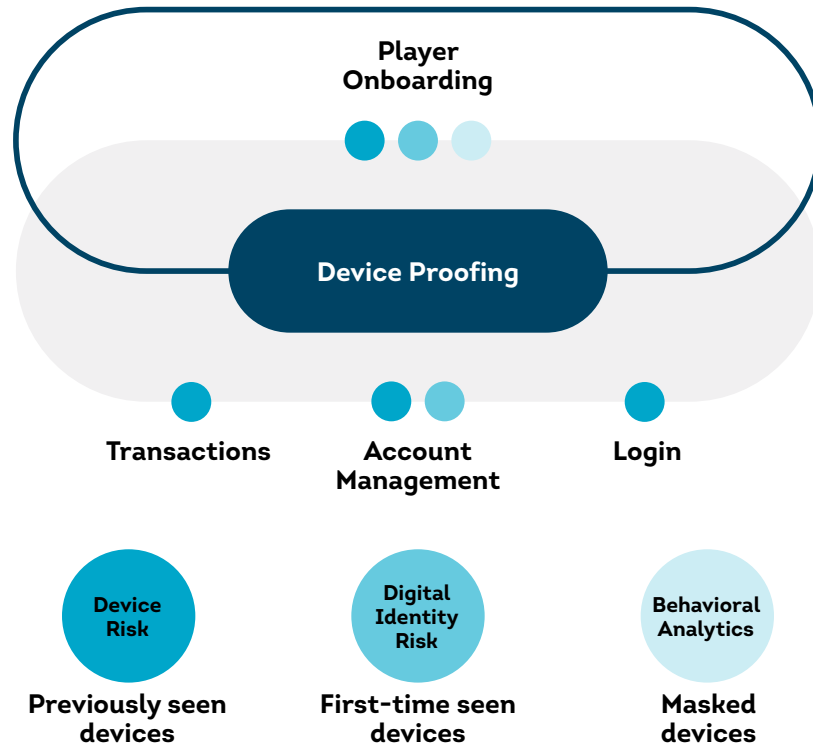
TransUnion stores data on a device with negative reputation for up to five years and a device with a positive reputation for up to two years, enabling greater fraud coverage and capture

- **Insights into the full player journey**

Combining user behavior, device-to-identity linkages, and device intelligence

- **Immediate “day one” value**

With no burn-in period required



## DEVICE PROOFING STRENGTHENS DIGITAL FRAUD CAPTURE AND AUTHENTICATION WORKFLOWS AT KEY POINTS IN THE PLAYER LIFECYCLE

### Device Proofing builds trust into digital interactions

**Deliver friction-right player experiences and meet player expectations** for speed, security, and simplicity

**Improve player acquisition** by reducing friction against good players, transactions and account openings

**Manage fraud backlogs** by focusing fraud capture only on high-risk interactions

**Create bespoke rules for VIPs** via fully customizable business rules

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Help maximize digital fraud capture and decrease friction against good players with a more comprehensive view of digital risk and identity.

[transunion.com/truvalidate](https://transunion.com/truvalidate)

