

# Custom Fraud Model Development



Powerful data solutions built for your business



### Address unique challenges

Combat fraud with customized models tailored to your specific business needs, such as lead conversion, credit risk management and fraud prevention.



### Gain comprehensive insights

Custom models are built using TransUnion's massive datasets, including customer input data, credit, non-credit, and device data.



### Reduce manual reviews

Lower queue volumes and fraud losses with effective, personalized solutions, allowing you to focus manual reviews on appropriate applications and accounts.

TransUnion's fraud experts work directly with you to create data-driven solutions that meet and exceed business objectives. Allow our custom models, specialized attributes and deep data assets help you grow revenue while securely combating fraud.

### Addressing business challenges with a holistic, tailored approach

Our team develops, audits and implements each model into its various production environment. Services include new model development, research and investigations, project planning, customer audit support, enhancements to existing models, data consulting and model governance.

#### → Get started quickly

Our rapid development platform can generate bespoke models and analytics to address specific fraud challenges in days.

#### → Enjoy white-glove implementation

We ensure successful testing, deployment and refinements once your model is developed, whether the solution is housed on our system, your system, or a third-party.

#### → Deliver friction-right experiences

Thanks to reduced manual review queues, good customers can access your services more quickly and securely.

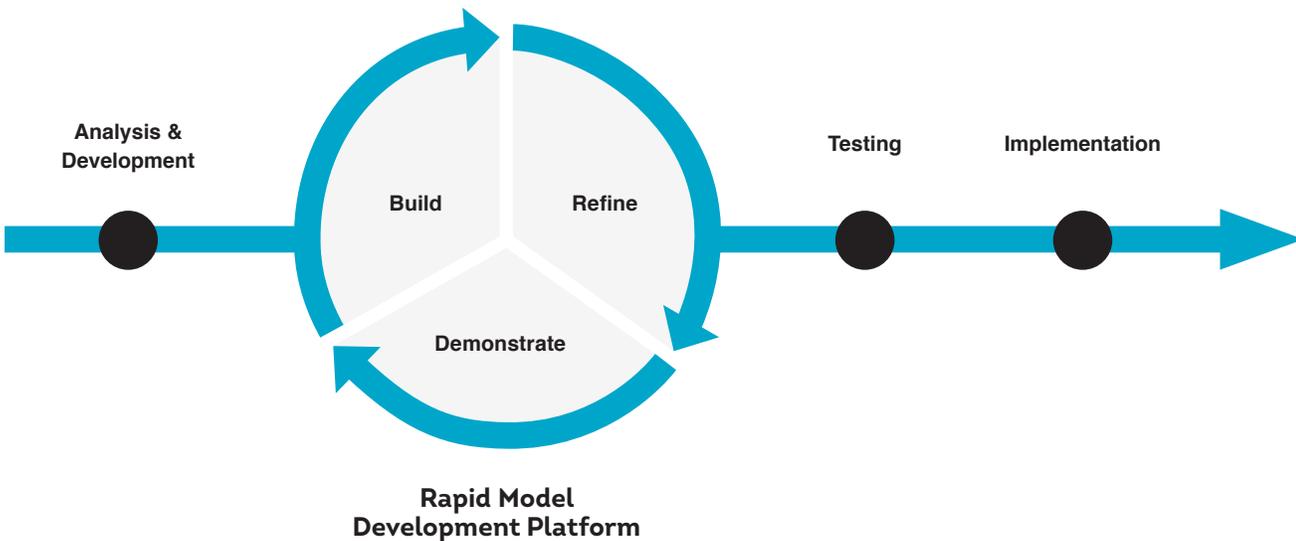
#### → Adjust solutions as needed

Update and fine tune your custom models to combat new fraud challenges, should they arise.

## How Custom Model Development works

Our Custom Model Development solution leverages multiple databases containing highly predictive assets and more than 6,000 predictive variables. When combined with customer input data, these variables create powerful scoring and information solutions, enabling businesses and consumers to transact with confidence.

**Address your specific fraud challenge in days, not months**



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