



CASE STUDY

Leading fashion resale marketplace with millions of daily users and transactions

SCENARIO

Poshmark Inc's online marketplace is built on a foundation of community and trust. Many online marketplaces are impacted by malicious account creation, phony listings, financial scams, spam content and loyalty abuse. All of these can erode user trust, expose users to bad actors, and discourage continued business on the platform. Poshmark sought to proactively protect its sellers and buyers community from these risks. In addition, Poshmark took on chargeback liability for its community. It quickly implemented an enhanced fraud detection solution to help identify risky users and devices – and ensure security while simultaneously providing friction-right experiences for its community.

“TruValidate Device Risk empowers us to provide security and an improved customer experience for our community – both for our buyers and sellers.”

Robbie Fritts, Vice President of Fraud and Payments, Poshmark



STRATEGY

Poshmark selected TransUnion TruValidate™ Device Risk to better protect accounts based on its robust device data and flexible, customizable business rules. Device Risk tracks relationships between devices and accounts, leveraging device histories and confirmed fraud reports from our global consortium of fraud analysts. Configurable to the unique needs of every organization, Device Risk helps deliver friction-right consumer experiences while better mitigating fraud and letting legitimate consumers and applications through faster.

Implementing Device Risk enabled Poshmark to quickly assess risk and take action early in the customer journey. Poshmark applied Device Risk's rich set of custom, configurable rules to ascertain whether the user is risky or not, and device intelligence and consortium data to determine the level of risk associated with an account.

It considers:



Based on the Device Risk assessment, Poshmark can identify users who may proceed without additional friction, uncover those who need additional verification, and protect its community by denying bad actors. Device Risk also helps Poshmark detect potential bot activity by assessing velocity and high-volume spikes in traffic.

Device Risk enables Poshmark to identify new and unknown devices that might have risk, helping eliminate fictitious disputes, increasing security for the company and its community, and improving the customer experience for legitimate buyers and sellers.

RESULTS

By using Device Risk, Poshmark fine-tuned its fraud detection according to its unique fraud needs and strategies — using the solution's available controls and signals to alleviate risk. It leveraged the flexibility of Device Risk to solve numerous challenges, including bot issues, mitigating account takeover and loyalty abuse, and reducing chargebacks.

“The transparency with the data and feedback has been very valuable to us. TruValidate Device Risk doesn't just provide an outcome, the explainability of the data puts the power in our hands. It helps augment our internal data and strengthen our fraud strategy.”

Robbie Fritts, Vice President of Fraud and Payments, Poshmark

Device Risk provides insight into potential fraud based on the risk profiles of devices and their transactions:

- **Reveals real-time risks and hidden fraud patterns**, such as exceeding velocity thresholds, a risky profile match, evidence of evasion techniques, and consortium customer reports of specific types of fraud and abuse
- **Classifies up to 45 specific types of fraud** like credit card fraud, identity theft and account takeover
- **Geolocation/IP checks indicate where the site visitor is coming from**, including country, stated and real IP address, and latitude and longitude
- **Identifies device and account linkages to uncover fraud rings** – even across other organizations or industries like financial services or insurance
- **Analyzes thousands of permutations of device attributes** to actionably identify a device while minimizing false positives
- **Leverages shared evidence from our global consortium network** to identify devices with previous connections to fraud – without causing unnecessary friction for trustworthy customers

A VALUED PARTNER PROTECTING OUR COMMUNITY

In addition, the partnership and high level of engagement with TransUnion's Customer Success team – which has subject matter expertise and provides key guidance – adds tremendous value for Poshmark. They're proactive and poised to help every step of the way.

“When faced with problems, we never feel like we're on our own. TransUnion helps partner with us to alert us to changes in volumes, and provides data support to help us diagnose and solve challenges.”

Robbie Fritts, Vice President of Fraud and Payments, Poshmark

To learn more about TransUnion's robust suite of TruValidate fraud solutions, contact your representative or visit:

transunion.com/truvalidate

