

CASE STUDY

# Kaidee



Thailand's largest  
online marketplace

35M

Kaidee's 35 million users are protected  
by TruValidate

"We looked at quite a few solutions. TruValidate had the best customer service, support and sales team of any anti-fraud vendor that we considered."  
– Paul Knapp

## SCENARIO

A support model without a dedicated customer success team kept the anti-fraud team at Kaidee from making full use of a previous vendor's solution. Meanwhile, fraudulent users had an advantage in their attempts to cheat Kaidee's honest buyers and sellers. It was central to Kaidee's mission to ensure that users weren't misplacing their trust.

## STRATEGY

Kaidee sought a device-recognition solution that could meet the company's specific business needs. Beyond essential features such as real-time detection, granular control over business rules and a collaborative consortium model, Kaidee needed a vendor that would behave like a partner. Kaidee trialed TruValidate™ Device Risk, and received support that surpassed rigorous expectations. Even at half-integration, Device Risk's feature set – especially the option to save data after completing manual reviews and the ability to integrate an in-house blacklist – proved superior to the status quo.

## RESULTS

Kaidee switched to TruValidate in large part due to the support experience. Full integration is now planned in Kaidee's product roadmaps; TruValidate solutions have been implemented across Kaidee's digital properties, and the online marketplace expects to enhance its customers' experience, brand reputation and market share.

**"I was really impressed with their dedication in the face of the language barrier, cultural differences and nuances in our operations."**

**– Paul Knapp**

Kaidee places great value on the fact that TruValidate Device Risk saves information about users who pass a manual review. Device Risk technology instantly identifies each visiting device and continues to recognize it over time, without requiring users' personally-identifying information. Device Risk delivers real-time decisions on each transaction with a thorough examination of user devices, including:

- Finding connections between supposedly unconnected accounts
- Investigating behavior to find out what the device has been observed doing recently
- Checking hundreds of attributions on the device itself, including browser and system settings

## Streamlining a lengthy process

Kaidee plans to expand implementation of Device Risk. "We based our decision to switch to TruValidate on a half-integration. Even in that limited capacity, our anti-fraud team prefers Device Risk," says Paul Knapp, Chief Technology Officer at Kaidee. "Now we're planning to automate what aspects of the process we can, particularly adding evidence to TruValidate consortium. Once we integrate it into our back-office system, our anti-fraud team will have a dashboard to view all aspects of a suspicious account. That will make their work more efficient. We're very glad to have [this] support every step of the way."

Learn more at:

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

