



CASE STUDY

# WagerWorks

The premier provider of game content for the remote gaming market

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**WagerWorks** shut down 20 fraud rings the first day it implemented TruValidate

“TruValidate helped us shut down 20 sophisticated rings. Imagine the lifetime value of bonuses on nearly 300 accounts – that’s tens of thousands of pounds! TruValidate paid for itself on the first day.”  
– Crystian Terry

## SCENARIO

WagerWorks had two major issues. Fraudsters were committing bonus abuse, but the WagerWorks fraud team couldn’t definitively catch individuals or organized groups running multiple accounts in order to cheat the system. And self-excluded players who chose to deceptively open new accounts threatened the company’s compliance with gaming regulations. Credit and identity checks did little to catch them, and a lack of information further hindered the ability to stop fraud and abuse.

## STRATEGY

With the sophisticated TruValidate™ Device Risk admin tool and its ability to run reports and drill down into individual transaction and account information, WagerWorks’ fraud team could do more thorough reviews and uncover abuse that would otherwise have been undetected. By proactively identifying problem accounts and revealing hidden relationships, TruValidate enabled WagerWorks to expose player collusion and keep fraudsters and self-excluded players from coming back.

## RESULTS

From the very first day, the results were clear. As soon as TruValidate was implemented, WagerWorks began identifying and shutting down hundreds of accounts that were all clearly connected and being used to abuse the bonus system. Not only was WagerWorks able to shut down the problem accounts, it was also possible to keep unwanted players out for good by tagging the computers they used. TruValidate's device reputation service more than paid for itself on the very first day, shutting down 20 sophisticated rings and stopping banned players from returning.

“TruValidate provides us with information that was previously unavailable. It's very difficult to research suspicious accounts with limited information. Now we have access to multiple data points in order to perform really meaningful analysis and review.” – Crystian Terry

TruValidate Device Risk delivers insights from the first moment of customer interaction, including:

- A site visitor's true location and stated and actual IP addresses
- If a device has any history of association with fraud
- Connections between apparently unconnected devices

## The service that pays for itself

Using TruValidate Device Risk, WagerWorks gained valuable insight into the account activity on its sites, and as a result achieved greater control over fraud and abuse. By easily identifying account-device relationships and providing data for in-depth forensic analysis, TruValidate proved to be the most important addition to the company's overall fraud prevention process. “Just imagine the lifetime value of bonuses on nearly 300 accounts,” says Crystian Terry, Director of Casino Operations for WagerWorks. “That's tens of thousands of pounds! TruValidate paid for itself and more, on the first day.”

Learn more about our identity insights, digital insights, omnichannel authentication and fraud analytics. Contact your TransUnion representative or visit:

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