

Elephant Trust

We provide a trust score to help assess transaction risk and to measure how much an identity is trustworthy without adding any friction.

Elephant Trust Score Individual PII Scores Correlation Scores Signals

✓ Reduce abandonment & friction

✓ Improve detection of bad actors

⚠️ Protect platform integrity

✓ Enhance users' experience

✓ Approve more transactions

✓ Reduce manual review efforts

⚠️ Limit payment risk and chargeback rates

✓ Reduce false declines

Elephant Trust Score

We provide advanced, adaptive AI-powered Trust Scores, identity signals, and risk indicators.

The **Trust Score** is calculated from hundreds of identity signals, such as email, phone number, IP address, and physical address. It incorporates historical data, including connections and correlations between various attributes associated with the transaction.

The Elephant trust scores are continuously optimized via adaptive AI.



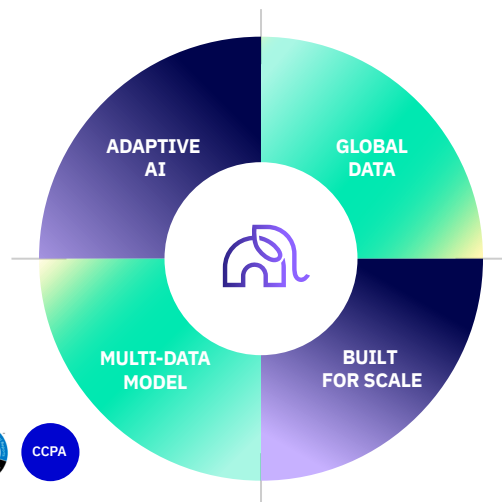
What Makes Elephant Trust Special

Adaptive AI powered by global connectivity data

↗ Dynamically scales for peak demand

✓ Authenticated Trusted identities and transactions in milliseconds

🔒 Compliant with data privacy regulations



+5 Billion
Trusted Identity Profiles

+28 Billion
Unique Identifiers

+1 Billion
Daily Updates

+150
Countries

How Elephant Trust works

Multi-data Trust Scores and Signals for high-confidence identity resolution



Elephant's Trust Score is a **highly reliable** top-level indicator for authentic vs. suspicious identities, simplifying approval for any online interaction.

The Trust Score is derived from **hundreds of identity signals**, including a rich set of scores calculated for over 50 unique correlations between identity signals (e.g. email and phone, IP address, billing data, and more).

A subset of these signals can be provided for **internal model training, decision-making rules, and overall explainability.**

Identify your real users, authorize more transactions, and reduce fraud risk.

Elephant's Trust for Payment

Approve more transactions

Approve more legitimate transactions while minimizing the burden of manual reviews.

Elephant's Trust for Sign-Up

Have frictionless user identification

Instantly separate real identities from fake ones, maintaining your platform's integrity and trust.

Ensure a seamless and secure experience for every transaction

Elephant Trust verifies user identity authenticity at every step of the customer journey, including signup, sign-in, purchase, and post-purchase activities.

- When a user completes the purchase checkout form, their information is sent to our API.
- Within milliseconds, the API responds with a comprehensive Trust Score and detailed insights.
- If the Trust Score exceeds 600, an instant approval message confirms the transaction, validating billing and shipping addresses while providing data connectivity insights.

The image shows a checkout form with the following fields and values:

- Phone: 415 818 6869
- E-mail: joe@johndoe.com
- Billing address: 129 Dorothy St, New York, 14043
- Shipping address: 1923 First Ave, St. Louis, 11123
- Payment: Card 4555 0000 7777 6666
- Expiration Day: 12/30
- CVV: 000

On the left, there are four status indicators:

- Email Volatility: Low
- E-mail Age: Older than 8 years
- Address Connectivity: OK
- Name Matching: OK

On the right, there is a map showing the location of the shipping address (St. Louis) and a Trust Score of 954 with a checkmark. The Elephant Trust logo is also visible.

Multi-level Trust Scores and Signals integrated into your approval workflow

Trust Score

That measures the trust of the entire action.

Subset scores

That measure the trust of a given data type (e-mail, phone, IP, etc.).

Connectivity scores

That measure the strength between 2 data types (e-mail & phone).

Have frictionless user identification

Instantly separate real identities from fake ones, maintaining your platform's integrity and trust. A frictionless onboarding experience starts here.

Trust in every interaction along the customer journey

The image displays four mobile app screens in a sequence, each with a title above it: 'Sign up', 'Login', 'Purchase', and 'Review'.
1. **Sign up**: A form with fields for Name (John), Surname (Doe), Phone (811 456 9871), Email (jon@johndoe.com), and Password (masked with dots). A green 'Sign Up' button is at the bottom.
2. **Login**: A form with fields for Email (jon@johndoe.com) and Password (masked with dots). A green 'Sign In' button is at the bottom.
3. **Purchase**: A form with fields for Phone (415 818 6869), E-mail (joe@johndoe.com), Billing address (129 Dorothy St, New York, 14043), Shipping address (1923 First Ave, St. Louis, 11123), Payment Card (4555 0000 7777 6666), and Expiration Day (12/30). A green 'Pay Now' button is at the bottom.
4. **Review**: A screen asking 'What is your rate?' with five star icons (the first three are filled). Below it, it says 'Please share your opinion about the product' and has a 'Your review' text box. A green 'Post Review' button is at the bottom.

Elephant Trust verifies user identity authenticity at every step of the customer journey, including signup, sign-in, purchase, and post-purchase activities.



When a user fills out the sign-up form, their information is sent to our API.



Within milliseconds, the API responds with a comprehensive Trust Score and detailed insights.



If the Trust Score exceeds 600, the user will instantly sign-in.

About Elephant

We're on a mission to create a world where identities are real and trustworthy people can transact online without friction because the platforms they're using are employing AI-enabled information gathering and automation tools that block out fraudsters and scammers.



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