

Email risk scoring

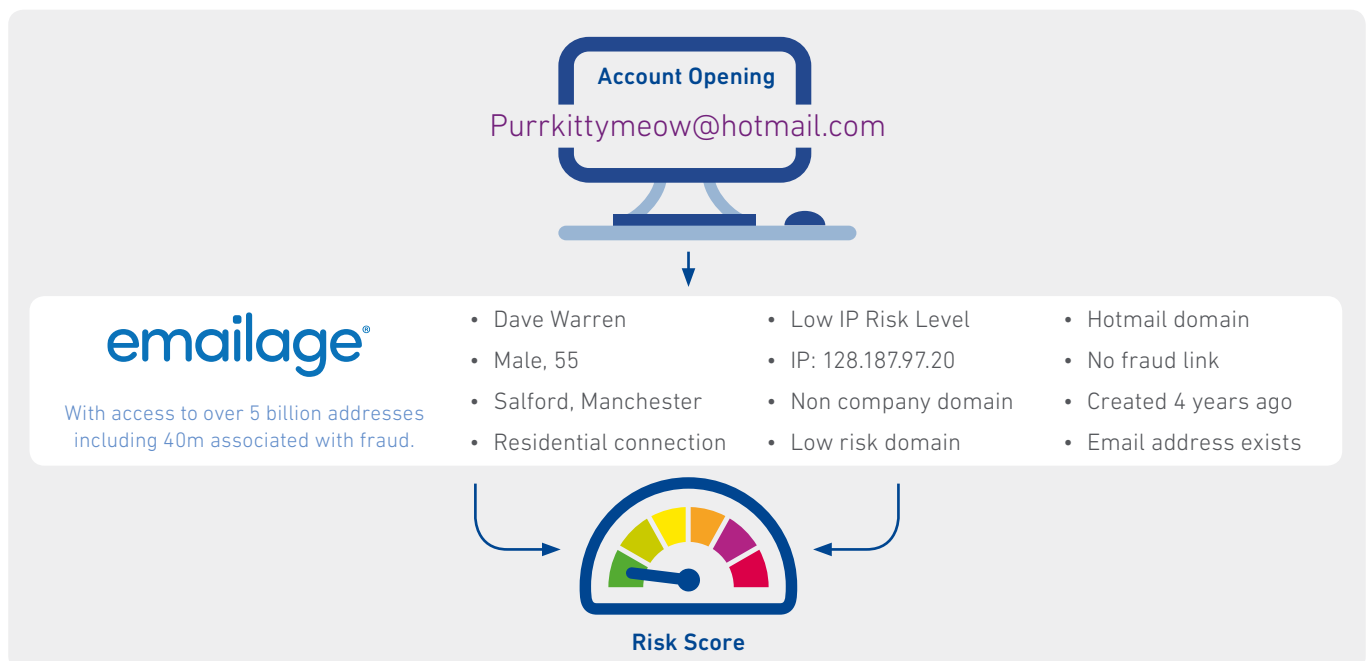
Because every email address tells a story

Over 91% of all email users have had the same address for more than 3 years ¹ and it forms a key part of a person's identity profile. The use of an email address to confirm and risk score identities is growing as each address has multiple associated data elements that can be used to see a bigger picture of identity risk.

Email risk scoring is used for account opening, especially for banking, financial services, ecommerce or travel companies. Algorithms assess the risk level associated with a customer's email address, in real time. A risk score is then generated to help decide the right action for a customer application.

"An email address often remains consistent when users move and change physical address."

Email risk scoring is used for account opening with a risk score generated in real time



Very Low Risk

0-100

Approve

Low Risk

101-300

Consider approval

Neutral Risk

301-600

Neutral risk

Review for Risk

601-799

Correct customer record

High Risk

800-899

Consider manual review

Very High Risk

900-1000

Send to manual review

¹ Source, Emailage

Email risk scoring

Email risk scoring from Emailage is available through CrossCore as part of your account opening process. With access to over 5 billion addresses, including 40m associated with fraud, so you see the fraud risk of email addresses in real time to help you decide the right action.



Globally expand identity verification coverage



**Improve identity verification
and fraud detection accuracy**



Reduce false positive rates

“ One global ecommerce provider prevented \$19m
of fraud over 12 months using email risk scoring. ”

For more information or to arrange for
a proof of concept, contact your account
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