



## Customer Success

# Multi-brand online retailer detects and prevents £1M in customer fraud due to identity theft

### Overview

A multi-brand online retailer wanted to minimize fraud. They knew they were struggling with identity theft issues, but it was difficult to identify. For known fraud types, a lack of live-time data prevented early detection of new cases.

Celebrus is deployed across all of the retailer's brand websites. They were already benefiting from the value in the data and ability to build and persist identity for marketing, so why not use it to combat identity fraud as well?

### Solution

The fraud analytics teams reviewed known cases of identity theft relating to new accounts. They looked for patterns in digital account opening data and used that to inform their fraud prevention strategy.

Celebrus' first-party, cross-domain data capture provides a consistent data stream across multiple brand websites, while individual-level data provides all the attributes needed for fraud analysis.



**£1M**  
in customer fraud  
quickly identified and  
mitigated

**M's**  
Multiple identity  
theft traceable in  
minutes

### Results

- Known fraud patterns flagged in live-time, before goods are released
- £1M in customer fraud identified and mitigated
- Cross-brand fraud identification in live-time
- Cases of multiple identity theft traceable in minutes