

Fighting Identity Fraud With AI and Analytics

Identity fraud is a growing concern that affects both businesses and customers. Fraudsters now have easier access to more tools and data than ever before. Here are some of today's biggest fraud challenges and how SAS fraud solutions can help you stop fraudsters in their tracks.

Fraudsters Are Becoming More Sophisticated

Identity theft hits a record high

42 million Americans were victims of identity fraud in 2021

42 million

\$52 billion in total losses

52 billion

15 million more victims than in 2020, largely due to the pandemic

15 million

Credit card fraud soars



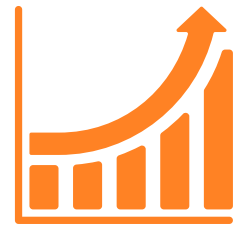
Fraud involving existing credit cards increased **69%**

These fraudulent charges cost consumers an estimated **\$9.3 million**

Bank accounts take a massive hit

Identity fraud involving existing checking, savings, insurance or other accounts totaled **\$7.8 billion**

This increased 73% from 2020



Social media users are at risk

33% of Americans faced some form of identity theft at some point in their life



If you are on social media, your likelihood is much higher because of your online presence

Beware of Account Takeover (ATO) Fraud

307% increase

in ATO attacks between 2019 and 2021

\$11.4 billion

total losses due to ATO fraud

24 million

households have fallen victim to ATO crime

Stop identity fraud in its tracks with SAS fraud solutions

Our unique hybrid approach of advanced analytics, AI, and machine learning separates fraudsters from real customers, keeping your business protected and profitability up.

Integrate internal and third-party data collectors in real-time.

Consolidate your data model across a diverse data ecosystem.

Score and decision 100% of events in real-time.

Increase fraud capture and CIP/KYC pass rate.

Improve operational efficiency.

Reduce customer friction.



Learn more today at sas.com/identityfraud

