

7 Reasons Businesses Choose Arkose Labs to Stop Fraud

01 Go from Fraud Mitigation to Fraud Deterrence

Despite continual investments in security tools and personnel, businesses are still playing a cat-and-mouse game with attackers. With Arkose Labs, businesses can go beyond mitigation to deter fraudsters by making it more expensive and time consuming to attack their platforms.

A leading neobank saw a 75% reduction in ATO attacks and saved \$5M annually with Arkose Labs



02 Open Platform Delivers Greater Transparency

Fraud and security teams need more than black box software to make confident decisions. Arkose Labs shares rich, detailed session insights to better inform risk models with data they can trust.

Access over 50+ data attributes to enhance decision-making

03 Commitment to Outcomes, Not Features

Businesses deserve vendors who will be in it with them through the attacks and ensure attackers are effectively thwarted. Our mission to bankrupt the business of fraud comes with a commitment to stopping attackers with unmatched efficacy, backed by a commercial guarantee.

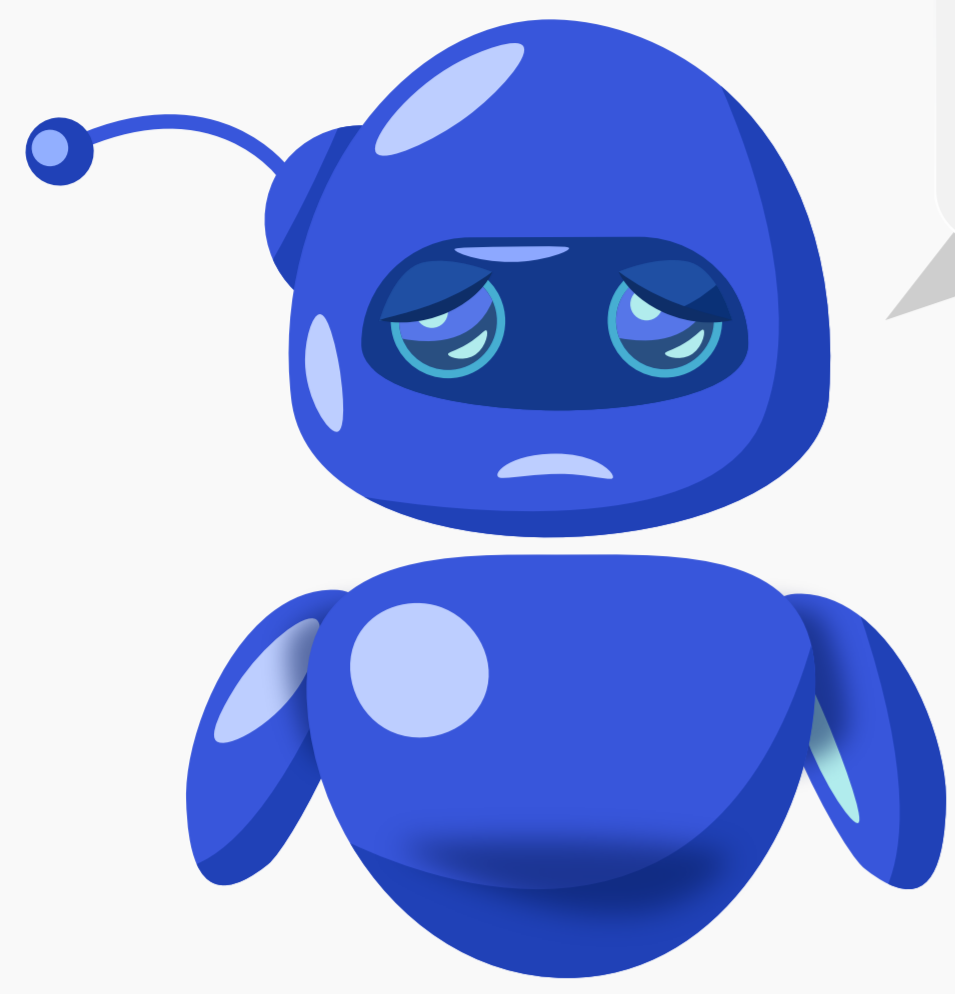
Arkose Labs offers the industry's first \$1M credential stuffing warranty



04 Address Inconclusive Risk Signals with Action

Arkose Labs helps businesses validate difficult-to-detect fraud at scale. The unique combination of risk assessments, machine learning-powered decisioning, and user-centric step-up allows fraud & security teams to address suspicious activity programmatically to reduce manual reviews and minimize false positives.

Arkose Labs was named "The Next Big Thing in Tech" by Fast Company



05 Stop Bots Dead in Their Tracks

The Arkose Labs defense-in-depth approach detects bots of all sophistication levels. Our proprietary visual images cannot be classified or recognized by even the most sophisticated machine vision software, ensuring the highest resilience to evolving bot attacks.

A premier travel site slashed bad bot traffic by 99% days after implementing Arkose Labs

06 A Premium on User-Centricity

Businesses shouldn't have to choose between tighter fraud controls and sacrificing digital ease-of-use. Arkose Labs combines layered intelligence and evolving truth data to target attackers with enforcement while users pass without interruption.

Microsoft Outlook.com increased customer throughput rates by 33% with Arkose Labs.



07 True Partnership Against Fraudsters

Arkosians are a passionate group of people you can count on to stay one step ahead of attackers. From our executives to our 24/7 SOC, we believe in teamwork to mitigate attacks fast and ensure we're delivering the highest level of protection for your customers and your brand.

"The Arkose Labs team is flexible, easy to work with and a true partner in helping us solve fraud issues."

- Mike McGirr, VP, Risk Management, BlackHawk Networks



Join Global Brands Fighting Back Against Fraud



Arkose Labs bankrupts the business model of fraud. Recognized by Gartner as a 2020 Cool Vendor, its innovative approach determines true user intent and remediates attacks in real time. Risk assessments combined with interactive authentication challenges undermine the ROI behind attacks, providing long-term protection while improving good customer throughput.

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Sales:
(800) 604-3319

Email:
demo@arkoselabs.com

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