

Dating Site Swipes Left on Fraud, Saves \$3M Annually in SMS Toll Costs

This major global dating platform focuses on maintaining a seamless user experience while providing a safe environment for genuine users to connect.



The Challenges

High Financial Drain:

SMS toll fraud reached \$250,000 per month, making it the company's second-largest operational expense.

Safety Risks:

Frequent account takeover (ATO) attacks and fake account creation led to phishing, financial scams and human trafficking risks.

UX Friction:

The company needed a proactive defense that would not disrupt the quick sign-up and sign-in processes for legitimate customers.



The Arkose Labs Solution

Strategic SMS Protection:

Integrated bot detection into the registration stage for one-time passwords (OTPs), leveraging the Arkose Labs Global Intelligence Network to identify known attack patterns.

Targeted Strike on ATOs:

Implemented Arkose Titan's bot management component on sign-in flows, using behavioral analytics to deploy AI-resistant challenges that are easy for legitimate users but incredibly difficult to solve with automation.

Risk-Based Tiering:

Challenges are tiered by geography; nearly 100% of traffic is challenged in high-risk areas, while low-risk regions enjoy a frictionless experience.



Business Results

Massive Cost Savings:

Eliminated fraudulent SMS charges, resulting in \$3 million in annual savings.

Fortified Security:

Successfully thwarted fraudulent sign-ups and eradicated ongoing attacks targeting OTP verifications.

Protected ROI:

Effectively sabotaged attacker ROI by making account creation and takeover too difficult and costly to pursue.

**SCHEDULE CALL
WITH AN EXPERT**

Arkose Labs is the leading global provider offering a proactive fraud deterrence platform purpose-built to neutralize modern attacks, including those powered by Agentic AI and large language models (LLMs). Its comprehensive solution combines proprietary device identification (device ID), behavioral analysis, phishing protection, email intelligence, scraping prevention, API defense and bot management. Headquartered in San Mateo, California, the company maintains a global presence with offices throughout APAC, Central America, EMEA and South America. © 2026 Arkose Labs. All rights reserved.