

# The Trust Paradigm for Online Business

It's difficult for companies to quickly discern trustworthy identities online. What if you focused on looking for good interactions with trustworthy people instead of endlessly hunting for bad actors and their tactics?

## A Global Challenge

Digital trust and safety has become a global concern. Of the world population:

**67.1%**

are unique mobile phone users

**62.5%**

are internet users

**58.4%**

are active social media users



**7 HOURS PER DAY**

amount of time a typical user is connected to the internet across devices<sup>1</sup>

**25%**

of all fraud claims in 2021 came from social media, equaling **\$770M** in losses<sup>6</sup>

## Where Trust Can Have the Most Impact

There are many areas where a trust-focused approach is becoming essential for enabling a seamless online experience.

- Online communities
- Online gaming
- Online marketplaces
- Streaming services
- Social media
- Financial services
- Dating sites and apps
- Online retail

**FAKE REVIEWS** influence **\$791B** in U.S. ecommerce spending annually<sup>4</sup>

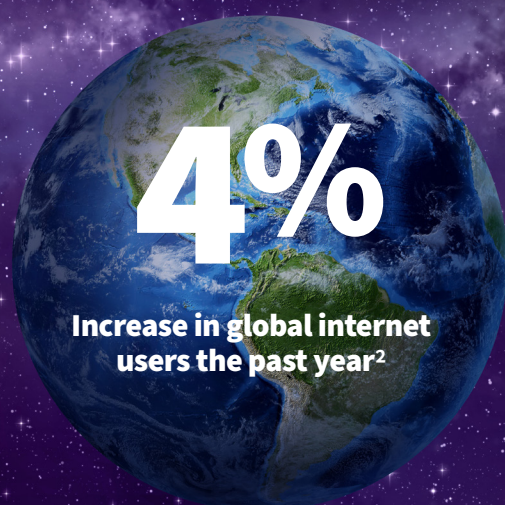
**FOUR** negative reviews can cost a company **70%** of its potential customers<sup>5</sup>

**60%**

year-over-year growth in online gaming fraud from 2020-2021<sup>7</sup>

## Focus on Trusting the 'Good Guys'

There are far more good guys than bad guys online. Organizations that can verify identities of their users can begin to identify trustworthy customers.



## Establish Trust

Profile misrepresentation grew by 6.5% between 2019-2021.<sup>3</sup> How can you tell if a profile is authentic? Verify connections between data and the person claiming to be your customer. **Look for these characteristics:**

- Physical identity elements
- Online identifiers
- Density of data sources
- History and consistency
- Connections among elements, people and places

## Enhance Reputation and Drive Revenue

- Increase revenue
- Increase sales
- Increase margin
- Reduce spend on manual content review and fraud prevention

## Are You Ready For a New Approach?

Learn how to implement trust in your organization with Pipl at [pipl.com/product/pipl-trust](https://pipl.com/product/pipl-trust)

Download our white paper for more information on the new Trust Paradigm for Online Business

### Footnotes

- "Digital 2022: Global Overview Report," DataReportal
- "Digital 2022: Global Overview Report," DataReportal
- "2022 Global Digital Fraud Trends," TransUnion
- "Fake Online Reviews," World Economic Forum
- "Negative and Fake Reviews—Their Impact on Your Company's Reputation," Reputations.org
- "Social media a gold mine for scammers in 2021," Federal Trade Commission
- "2022 Global Digital Fraud Trends," TransUnion

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