



MARKET CHALLENGES

Automotive industries are experiencing tremendous growth from selling online, as a result the market is due to exceed \$10 billion in sales revenue.

The growth in this market is very exciting however a raise in online sales brings with it an influx of challenges which include;

- ✗ Increases in chargebacks
- ✗ Higher acquisition costs
- ✗ Financial and physical losses

MARKET KNOWLEDGE

+50% Online automotive part sales has grown by 50% in 2018.

-£250k Automotive retailers are losing over £250k a year due to fraud.

£3,000 The average fraudulent order has increased by £3,000 in 3 years.

KEY BENEFITS

Reduced Chargebacks



Reduction in Labour Costs



Consistent Global Verification



65% Uplift in Customer Acquisition



KEY RESULTS



70%
REDUCTION

Reducing the number of manual reviews by up to 70%.



30%
UPLIFT

Delivering a 30% uplift in ID verification, and reducing fraud by 20%.



90%
SAVINGS

Reducing chargebacks by up to 90%

HOW IT WORKS

At Hello Soda we use a range of data points to help build the profile of an individual. These data points are used to both verify and authenticate a user. Our methods for profiling include;

Social Authentication

Connected through **Profile iD**, Hello Soda's engine analyses thousands of data points contained within an individual's digital profile.

Document Verification

Personal documents are upload via **Profile iD**, these images are analysed for any inconsistencies and indications of falsification.

Biometric Matching

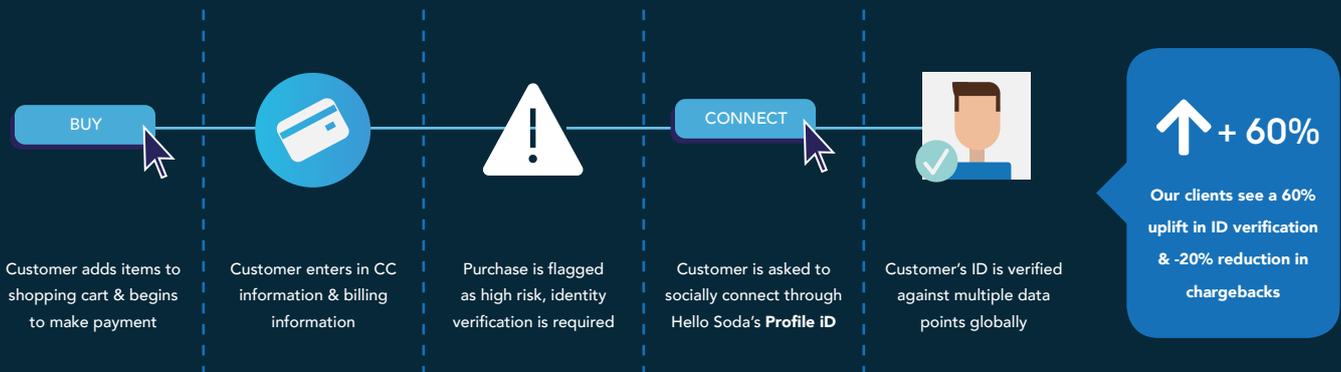
Using any device an individual takes a short 'selfie' video that is cross-checked with the photo on their ID document.

Utility Connect

Via **Profile iD**, individuals are able to verify their address or identity by connecting with their utility providers.



WHERE WE FIT



A typical user journey of an ecommerce customer.

OUR SECTOR EXPERT



Stacy is an Enterprise Account Executive focusing on Retail Finance at Hello Soda. Stacy's current work for Hello Soda focuses on helping clients increase revenue and decrease costs by using digital and social data to automatically verify the identity of customers and reduce fraud.

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