

CASE STUDY

JustGiving turns to Onfido to onboard more customers, and for seamless integration

THE CUSTOMER

JustGiving is the world's leading social platform for charitable giving. Since its founding in 2001, it has helped individuals and charities raise over \$4.2 billion for good causes across 164 countries.

JustGiving provides easy to use online tools and processing services to enable the collection of charitable donations - intelligently connecting causes with people who care.

THE CHALLENGE

JustGiving began searching for a solution that would enable it to:

- Onboard more users quickly, and reduce user dropout;
- Prevent fraudulent activity, and increase its identity verification match rates - the percentage of people that can be identified through an identity record check;
- Integrate into their existing platform.

Increased number of users onboarded by 31% through new Document Check

Uplifted match rate by additional 11% through implementation of Street Level Check

Doubled (41% to 84%) amount of users onboarded over 3 month period

JustGiving™

CHECKS

Identity Record Check | Document Check
Street Level Check | Watchlist Report

THE COUNTRY

London, United Kingdom

ORGANISATION TYPE

Social online platform for giving

CUSTOMERS

18 million users in 160 countries

THE SOLUTION

JustGiving ran head-to-head testing to evaluate the match rate of various suppliers. “With other providers, there’s often a compromise to be made between match-rate and speed: the higher the match-rate, the lower the speed; the higher the speed, the lower the match rate.” said Jonathan Waddingham, Product Manager. “With Onfido, there is no compromise. They’ve built their own proprietary document scanning software which is complemented by other checks to ensure that high match rates can be returned in record time.”

Easy Implementation

The implementation process took less than 3 weeks. Onfido’s engineering team worked closely with JustGiving’s developers to bring to life a seamless user workflow. Onfido’s API documentation walked JustGiving designers through every step of the implementation and testing procedure, enabling JustGiving to rapidly integrate Onfido’s API into their platform. By integrating with Onfido’s API, any website or app can instantly run KYC & AML checks on its user from within its own interface. This

allowed JustGiving to reduce user dropout, as the required KYC & AML checks did not disrupt JustGiving’s existing sign-up process.

Added Security

Onfido also offers JustGiving an extra level of screening. In some cases where extra steps were required to safely verify an individual’s identity, Onfido carries out additional ‘Street Level Checks’, where a letter, complete with a unique verification code, is sent to the applicant’s home address. Once received, the applicant enters the code online to confirm their address. This extra layer of security helps filter out false applicants who may be impersonating someone else or using a false address.

THE RESULTS

The Document Check meant that JustGiving was able to increase the amount of users that it onboarded by 31%. When combined with an additional ‘Street Level Check’, this further increase uplift by an added 11%. By onboarding more users, JustGiving was able to make available more funds to provide direct support to a cause, individual, family or community.

“ People and brands use JustGiving for causes extremely close to their heart; users need to know they can trust us completely. ”

Jonathan Waddingham,
Product Manager, JustGiving