

## SOLUTION BRIEF

# Safeguarding eCommerce

## Identity is the new checkout battleground

eCommerce fraud has shifted from payment theft to identity takeover. Billions of compromised credentials, AI-driven phishing, and automated bots now enable attackers to scale account takeover (ATO), loyalty abuse, and fraudulent transactions globally.

Threat actors exploit user accounts using stolen credentials from breaches, phishing, and malware—logging in as legitimate customers to make purchases, drain rewards, and abuse stored payment methods. Password reuse and automation make these attacks highly effective and difficult to stop.

These trends highlight the need for continuous identity threat detection—capabilities that can assess every interaction, from registration to payment, and determine in real time whether it is initiated by a legitimate user or a threat.



# The impact of the identity crisis in eCommerce

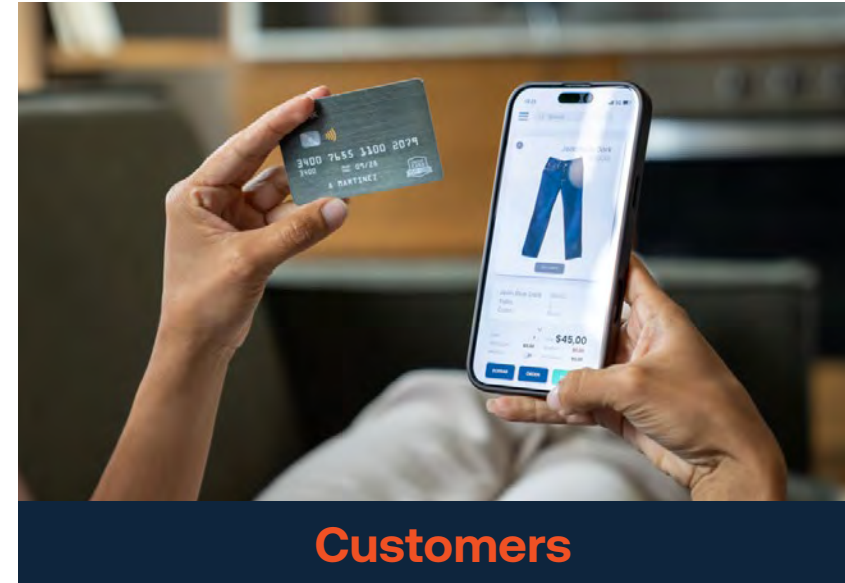
- Revenue **loss** from identity **fraud** and **chargebacks**
- Increased customer acquisition **costs**
- **Cart abandonment** from friction-heavy security
- Brand **erosion** and customer **churn**

## The need to move beyond credential-only authentication

Traditional identity and access management (IAM) solutions focus on verifying whether a user is authorized to access a system or resource. However, modern attackers frequently bypass authentication controls using stolen credentials, social engineering, or AI-powered impersonation techniques.

To combat these threats, eCommerce organizations must expand their identity security strategy beyond credential-only authentication and incorporate continuous identity threat detection and risk mitigation across all digital interactions.

This includes protecting all identity-related attack vectors across the organization:



## Continuous, reliable identity threat detection

Detect identity risk in real time and stop fraud without disrupting legitimate shoppers.

ID Dataweb™ helps you stay ahead of identity fraud and account-related threats while maintaining a seamless digital experience for your customers, third parties, and workforce.

In turn, you can

- Reduce account takeover and identity fraud losses
- Experience higher conversion with low-friction security
- Gain stronger protection for loyalty and promotions

### Typical use cases

Account creation (i.e., loyalty programs)

Contractor and employee onboarding

Account login

Call center fraud prevention

Credential reset

Account recovery

Age and location verification

High-risk interactions

Identity database hygiene

And more...

## The ID Dataweb solution

The ID Dataweb platform combines:

- Adaptive identity verification
- Behavioral analytics
- Device and credential intelligence
- AI-driven risk scoring
- Expert human insights

Together, these capabilities detect and prevent identity attacks in real time while minimizing friction for legitimate users.

Unlike traditional identity verification tools that are static and siloed, ID Dataweb delivers dynamic, multi-layered risk orchestration that adapts to evolving threats.

The cloud-native platform:

- Deploys quickly
- Integrates easily with existing identity infrastructure
- Supports low-code policy customization
- Continuously evolves with the threat landscape

## Safeguarding every identity attack vector

The traditional security perimeter has disappeared. Stolen credentials are widely available, and static security controls cannot keep pace with modern threats. ID Dataweb helps eCommerce organizations adapt with a single platform that protects all identity attack vectors.



## The ID Dataweb advantage

### Quick and easy implementation

- Flexible integration options
- Pre-built templates
- OpenID Connect support

### Scale and adapt easily

- Low-code platform
- Easy updates
- Robust APIs and SDKs

### Tailor the solution to your needs

- Industry's broadest range of authoritative identity data sources and risk signals, giving you the flexibility to tailor identity verification and adapt to any use case you require
- Full identity lifecycle coverage



**One platform. One vendor.  
Comprehensive identity protection.**

# ID dataweb

ID Dataweb™ delivers identity threat detection and mitigation solutions to safeguard against identity fraud and account-related threats, all without disrupting the user experience.

[Book a demo](#)



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