GBG IDology

Enhanced Source

Supplement public data with credit header data for robust identity verification

Suspicious identity ❗

Onboard more good customers, accurately and cost-effectively.

No business wants to leave untapped revenue behind. With Enhanced Source you can boost onboarding by supplementing public record data with credit header data to employ a layered identity verification strategy as part of your KYC process.

This dual approach to identity data verification combines the industry-leading match rates and synthetic identity detection strengths offered by public data (through IDology's ExpectID platform) with the address recency and complete DoB and SSN information found in credit header data. All delivered through one integration and one contract to boost identity confidence while saving you cost and hassle.

Orchestrate Enhanced Source as a second wash to uplift good customers who might otherwise be left unmatched by public data alone (e.g. thin-files, new-to-country), or to onboard in age-regulated sectors where granular DoB information is required.

Solution Features

- Combine the strengths of public and credit header identity data

- Robust defense against synthetic identities

- Match on the most current address infromation

- Match on granular DOB and SSN9 information that public data alone cannot access

Proven Results

Industry-leading **Gaming Client** ▶ **13% LIFT** in match rate **+** **25% LIFT** in pass rate

Solution Benefits

Increase approvals.
Uplift your match rates and boost your conversions to drive revenue.

One vendor. One contract.
Leverage credit header data without the additional CRA vendor integration or contract.

Reduce friction.
No added impact on customer UX; simply match submitted data against an additional source.

Cost-effective.
Leverage a cost-effective tool to address challenging pricing in particular markets while improving your match rates.

Easy activation.
ExpectID platform users can easily switch on Enhanced Source without additional APIs.

Add resilience.
Add resilience to your verification process with a failsafe in the event of a data source outage.

Why GBG IDology?

We empower over 20,000 of the world's best known businesses to reach and trust their customers through our data, people and technology.

Our Data
Unique identity intelligence

Our global proprietary identity network provides unique cross-industry insights at scale alongside the latest granular data sets and the industry's largest document library.

Our People
Support, expertise & experience

Unrivaled and ongoing service built on decades of experience, local expertise and a collaborative mindset to meet business needs.

Our Technology
Orchestrate a layered strategy

Layer accurate, reliable and configurable solutions to orchestrate tailored customer journeys and ensure the right checks are applied at the right time.

Talk to an Enhanced Source data expert today
or visit **IDology.com** to learn more

Schedule a Consultation