




# Reduce losses due to first party fraud

SentiLink surfaces risky identity attributes to expose abuse other tools miss.

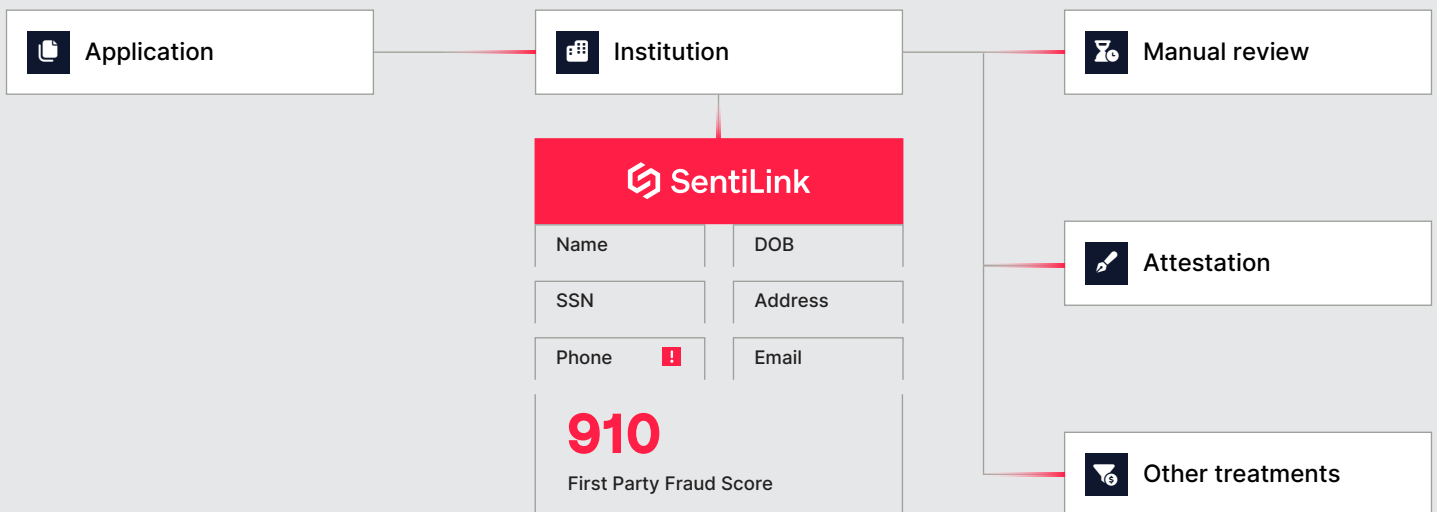
SentiLink's First Party Fraud Score enables financial institutions to identify, address, and reduce first party fraud with confidence.

Reduce downstream losses by identifying the riskiest segments at the top of your funnel. With SentiLink's First Party Fraud Score, partners can detect applications with a heightened probability of being associated with first party fraud. First party fraud can include involvement with altered/forged checks, abusive ACH returns, money muling, straight rollers, and more.

## Target first party fraud at the point of application

<p> <b>Capture fraud dynamically</b></p> <p>Applications are scored for risk based on identity related attributes highly correlated with first party fraud -- for example, ties to multiple SSNs or phones used previously for ID theft.</p>	<p> <b>Clarify loss attribution</b></p> <p>Group and address losses appropriately by leveraging the First Party Fraud Score alongside SentiLink's Synthetic Fraud and ID Theft Scores.</p>	<p> <b>Streamline identity verification</b></p> <p>Empower risk teams to apply the right level of review. Leverage the First Party Fraud Score to quickly verify legitimate identities and reserve manual reviews for higher risk applications.</p>
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## First Party Fraud Score in Account Application Flow



## Evaluate First Party Fraud Score via a free retrostudy

