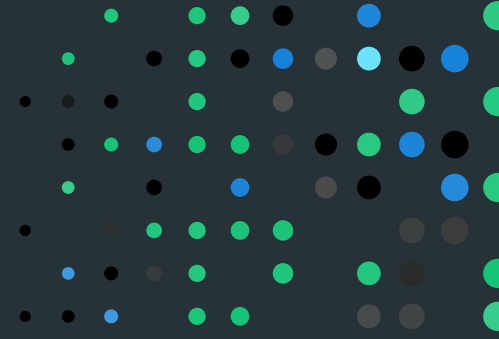


# How Sift helps CoinJar protect \$300M+ in crypto assets



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We searched for a fraud prevention solution that was non-invasive for our customers, customizable for our needs, and most importantly, easy to configure and integrate with the rest of our workflows. We were able to launch quickly by adjusting Sift to our needs rather than having to adjust our processes to Sift.



**Ryan Zhou**  
Co-Founder and COO

**133%**  
ROI

**50%**  
reduction in manual review time

## Overview

### Making digital banking accessible for all

CoinJar is one of the most well-established, longest-running digital currency exchanges in the world. Founded in 2013, the platform has enabled over 500k online users to buy, sell, store, and spend cryptocurrencies. With over USD \$2B traded and \$300M+ assets under custody, protecting users and their holdings is critical—and that’s why CoinJar turned to Sift. Customized and real-time machine learning helps to proactively prevent payment fraud and account takeover.



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Sift helps CoinJar identify unusual or risky patterns of behaviour across one or many accounts. Sift's dashboard provides an easy overview of the customer's collected information and helps us to make informed decisions and reach outcomes faster during the enhanced due-diligence process.



**Aaron**  
Compliance Specialist

## Results

### Double the acceptance rate, half the time

Sift's powerful suite of tools has helped CoinJar prevent fraud with significantly enhanced accuracy and improved decision-making. With key insights into IP locations, account sharing, and device usage, Sift streamlined CoinJar's fraud identification process and user journey, delivering a **133% return on investment by saving compliance officers an average of 4 hours per day in manual detection, verification, and review.**

Sift also enables CoinJar to identify unusual patterns of behavior across a single account or multiple accounts, and the intuitive Sift Console provides an easy overview of aggregate customer information. Analysts are now able to make more informed decisions and reach outcomes much faster as they complete CoinJar's enhanced due-diligence process. Sift also integrates seamlessly with CoinJar's systems and drastically reduces friction for trusted users.

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We recommend Sift to any company that needs to effectively and easily evaluate customers, as well as prevent fraud and account takeover. Sift is simple to use, the setup process is streamlined, and it's highly customizable, which means it can be launched quickly.



**Derrick Liew**  
Sr. Financial Accountant