INCOGNIA™

Case Study

will bank achieves 90% reduction in fraud losses and 80% reduction in account takeover (ATO) on mobile

> A challenger bank, with nearly two million customers, drastically reduced the number of fraudulent logins and provided frictionless authentication for 93% of legitimate users with Incognia.

The Challenge

will bank, a high growth challenger bank, became a **target of social engineering attack initiated on social media**. In possession of their credentials, fraudsters logged into the accounts of will bank customers, who are mainly low and middle income, and performed fraudulent transactions. This resulted in financial losses, poor customer experiences and a tarnished brand reputation.

The Solution

will bank needed to adopt a solution that could **detect and reduce the number of fraudulent logins** to its banking app while, at the same time, **keep the user experience optimized** for legitimate users. That is why they chose to integrate the Incognia location risk-based authentication solution into their banking app. The primary goal was to deliver a friction-free experience for trusted users and require additional risk-based authentication steps for suspicious logins in order to reduce the number of fraudulent logins.

Company Profile

Challenger bank

600M/yr in transactions (2019)

1,6M users

14M logins/month (approx)

iOS and Android Apps

83% opt-in for location

Results

90% reduction in fraud losses

80% reduction in ATO

Zero ATO fraud registered for users who have location enabled

93% users with frictionless authentication

0.0013% false positive rate

480% ROI

will
BANK

Background

From January to May 2021, Incognia analyzed more than **72 million login attempts from over 1.3 million users** on the will bank mobile app. **83% of users of the mobile app have location permissions enabled** thanks to a clear location opt-in request at customer onboarding. This high opt-in rate contributed to the effectiveness and speed of Incognia's results, enabling the recognition of the majority of trusted users, **zero account takeovers** reported among the users who enabled location, and a **very low false positive rate of 0.0013%**. After the integration of the Incognia SDK and risk scoring APIs, will bank saw a dramatic reduction in the number of account takeovers and associated fraud.

> With Incognia, will bank recognized trusted users with a very low false positive rate (0.0013%) and removed the need for extra authentication steps for the vast majority of logins, except those identified by Incognia as high risk.

> " *The security of our customer's accounts and data is a priority at will bank. With the Incognia solution, we guarantee the delivery of a high-quality financial product, free of fees, and extremely safe against scams and fraud for our customers.* "
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> **Iremar Brayner, head of fraud prevention at will bank**

How Incognia works

The Incognia SDK collects anonymous location data from the mobile device, through its proprietary location technology, using data from GPS, WiFi, cellular and Bluetooth sensors. Each user's location behavior pattern is unique, and made up of frequently visited locations or trusted locations. Whenever a user tries to log in, from a new or existing device, Incognia assesses the user's current location behavior with their historical location pattern. According to Incognia network data, 90% of legitimate user logins and 89% of sessions on bank and fintech apps occur from a trusted location.

For each login attempt, Incognia **provides a risk score through the Incognia APIs, together with a confidence rating** based on the correlation of current and historical user location behavior and device intelligence data. Incognia maintains a behavior watchlist, which is a device database containing a history of fraudulent actions and associated devices including devices accessing multiple accounts or using emulators or location spoofing. The Incognia watchlist leverages the Incognia network of over 100 million devices and enables the detection of not only devices used to commit fraud, but also locations associated with confirmed fraud, such as fraud farms.

About will bank

will bank arrived on the market with a well-defined purpose: to be the most democratic and in-depth digital bank in the country designed for every Brazilian. will bank grew out of pag!, a fintech launched in 2017 and that recently surpassed 1.5 million customers distributed across all regions of the country, 80% of which live in cities with less than 100,000 inhabitants. will bank recently received an investment round of US$50 million from XP's private equity fund and Atmos Capital in exchange for a minority stake in the business.

Those interested in opening an account or requesting a card can fill out the pre-registration form on the website **www.willbank.com.br,** which is still in the beta testing phase. Current pag! customers will have the option to join will bank without any fee. To do so, simply fill out the pre-registration form on the website.

INCOGNIA™

Incognia is a privacy-first location identity company that provides frictionless mobile authentication to banks, fintech and mCommerce companies, for increased mobile revenue and lower fraud costs. Incognia's award-winning technology uses location signals and motion sensors to silently recognize trusted users based on their unique behavior patterns. Deployed in over 100 million devices, Incognia delivers a highly precise risk signal with extremely low false positive rates.

www.incognia.com