

Customer | bet365

## Helping prevent more fraud upfront and prioritizing faster gaming access for genuine players

Industry | iGaming

### Overview

bet365 is a leading global online betting and gaming operator across sports betting, casino and poker. Founded in 2000, the company serves registered customers globally and continues to grow and enter new regions and markets. To support this growth, bet365 needed a fraud solution that enabled them to dynamically respond to changing threat vectors without disrupting genuine player experiences across its high-volume iGaming ecosystem.

### Challenges

- Optimize up-front fraud prevention
- Mitigate advantage play and bonus abuse
- Helping block synthetic identities and bots
- Increase decision speed at onboarding
- Scale to support peak gaming volume surges

### Our solution

**LexisNexis® ThreatMetrix® and LexisNexis® BehavioSec®**

bet365 ranks among the world's largest and best performing sports betting and casino gaming providers. Their strategic expansion in recent years into more US states and South American markets highlights the company's impressive growth trajectory. bet365 has built a strong reputation for delivering secure, seamless and high-quality digital player experiences in the competitive and tightly regulated iGaming space.

bet365 is leveraging LexisNexis® ThreatMetrix® and LexisNexis® BehavioSec® to help automate fraud controls and support faster risk decisioning within their customer journey. The company needed a solution that delivered a level of speed, reliability and comprehensive coverage that enabled them to meet the needs of their growing global customer base and proactively manage fraud prevention at scale.

### bet365 is obtaining favorable results from the implementation:

# 50%

reduction in synthetic identity fraud attempts within two months

# 20%

of customers in selected markets onboarded via a light touch journey using ThreatMetrix® signals

# Real-time response

to evolving fraud typologies by leveraging AI-powered models

# Dynamically helping prevent fraud while supporting seamless gaming for genuine players

bet365 utilizes ThreatMetrix® and BehavioSec® to inform sub-second player decisions while dynamically managing fraud strategies and risk policies. The solutions deliver real-time digital identity, device profiling and behavioral intelligence from one of the world's largest cross-industry data networks to enable bet365 to confidently increase customer conversion speed while helping prevent complex fraud threats.

The solutions combine enriched fraud signals with real-time network intelligence to deliver an actionable score that helps bet365 quickly identify suspected bad actors at registration and block bots and scripted accounts before they enter their gaming ecosystem. ThreatMetrix also helps bet365 support peak volume gaming events by optimizing and adjusting policies with smart, AI-driven models.

**“Speed, reliability and comprehensive coverage were critically important in our selection of ThreatMetrix and BehavioSec. Together, these solutions help bet365 take a lighter touch that improves speed-to-gaming for our genuine players. The AI-powered models also deliver flexibility and agility that keeps us strongly positioned to immediately respond to fast-evolving fraud threats, make quicker decisions and dynamically adjust our policies in real time.”**

— Spokesperson, bet365



## How we solved the main challenges

bet365 serves a large base of global customers that expect convenient, fast and secure gaming experiences. Price sensitivity also plays a role in bet365's customer acquisition pipeline. The company's high-volume and high-velocity iGaming ecosystem required a solution that easily automated and expedited customer journey decisions. bet365 also needed a solution that positioned them to quickly respond and adjust to the constantly evolving networked fraud threats inherent to the iGaming market.

ThreatMetrix and BehavioSec deliver contributory, cross-industry digital identity and behavioral intelligence combined with AI-powered models and analytics to help bet365 improve risk visibility, decision speed and operations efficiency across their entire gaming ecosystem. Utilizing these solutions allows bet365 to confidently optimize their policies and respond quickly to the ongoing challenges of synthetic identities, bots and scripted account sign-ups without compromising speed-to-play for genuine customers.

The bet365 team collaborated closely with LexisNexis® Risk Solutions to streamline deployment and position the bet365 team to independently tune rules and policies to reflect the changing fraud climate and market demands. The teams have built a strong, ongoing relationship and work together to ensure the solutions are continuously positioned to scale up to support bet365's iGaming business without disruption as the company experiences record gaming volumes tied to high-profile sports betting and gaming events.



## Features to focus on:

### ThreatMetrix

ThreatMetrix connects bet365 to an AI-powered risk decision engine to help them make more accurate and automated risk decisions to streamline player experience and drive growth at scale. ThreatMetrix delivers the benefits of:

- Leading digital identity and behavioral intelligence
- Real-time insights from LexisNexis® Digital Identity Network®, one of the largest cross-industry data networks in the world
- Shared insights from a community of leading fraud experts
- Sophisticated data processing and analytics with responsible AI and interpretable risk signals
- Embedded machine learning algorithms
- A powerful platform for forensics investigations, case management, reporting and workflow orchestration

### BehavioSec

BehavioSec enables bet365 to see beyond static authentication credentials and device data and better understand potential digital interaction risks by seamlessly adding a contextual layer of real-time behavioral intelligence to the risk assessment. BehavioSec works in conjunction with ThreatMetrix by leveraging predictive AI to actively detect anomalies and identify risk indicators in digital interactions to help enrich risk signals so bet365 can confidently:

- Identify genuine versus potentially fraudulent behavior using adaptive risk models
- Analyze how users interact within the digital environment via device handling, mouse movements, typing rhythms and touch gestures
- Support continuous authentication of users with behavioral signals
- Help detect bots, RATs and aggregators through analysis of speed, rhythm, latency and interaction patterns
- Surface potential ATO attempts by flagging behavioral anomalies like memory access and process deviations
- Help detect potential scams and mule activity by scanning for signs of remote access and coaching or coercion

**“Utilizing ThreatMetrix and BehavioSec allows us to make more accurate decisions on a scale that meets the fluctuating volume and velocity demands of our gaming ecosystem. We are leveraging optimized policies and AI-powered models to quickly block or challenge synthetic identities and suspected bad actors. At the same time, we are creating accelerated paths so our genuine customers can easily register, make deposits, place bets and enjoy faster, more personalized playing experiences.”**

— Spokesperson, bet365

**Let's revolutionize the way you fight fraud**

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