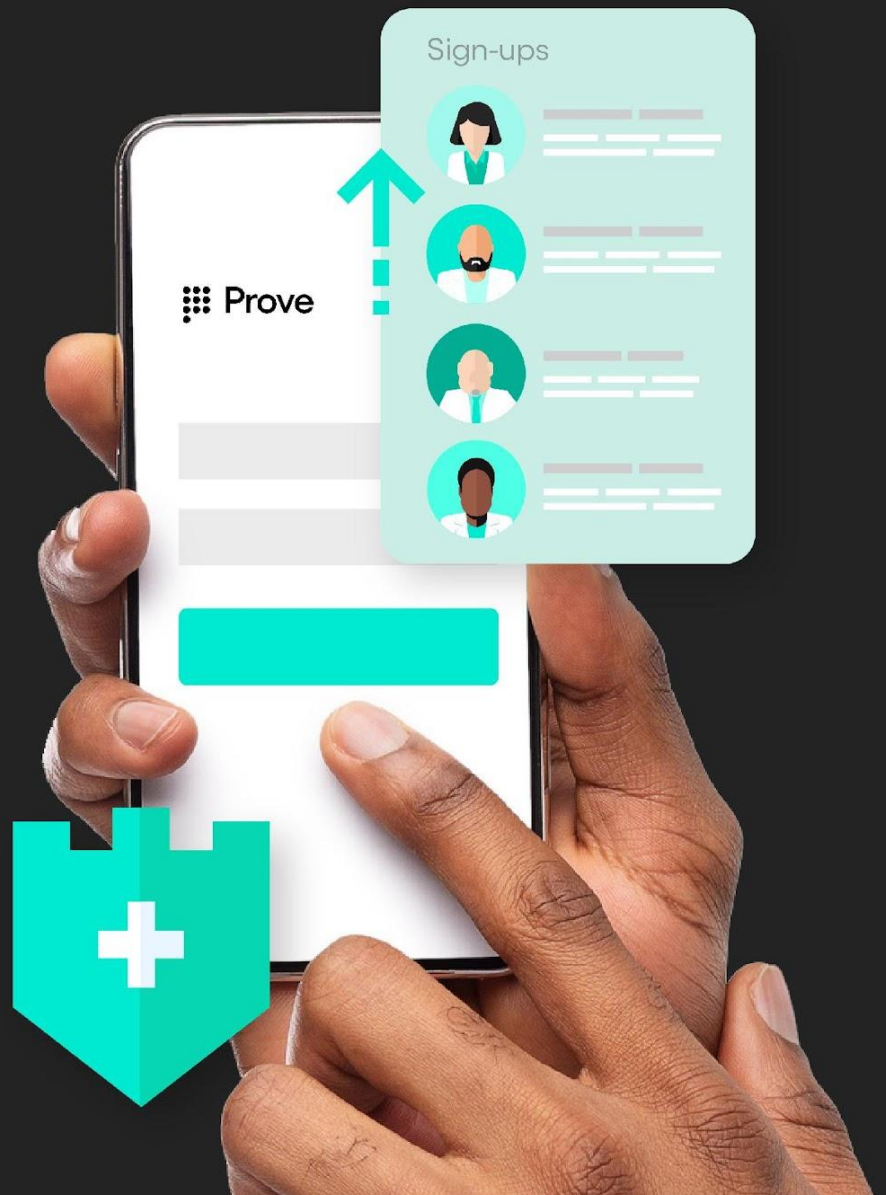




## CASE STUDY

# How a Leading Fintech Reduced Abandonment by 35% with Prove Pre-Fill™



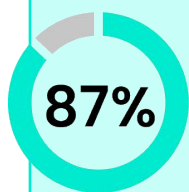
## Context & Challenge

When a leading fintech wanted to enable fast, frictionless, and privacy-enhanced experiences for their app serving over 600,000 community members, they turned to Prove Pre-Fill to provide a streamlined and secure way for consumers to verify their identities online.

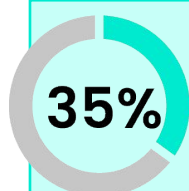
### Customer need:

- Strong remote identity-proofing for onboarding new users
- Seamless, low-friction experience that does not hinder new sign-ups
- Enhanced privacy to comply with regulations

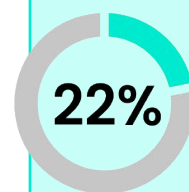
## Results with Prove Pre-Fill™



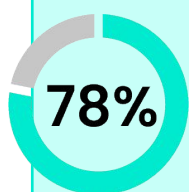
Success rate in instantly verifying a user's identity



Reduction in customer drop-off during registration



Faster onboarding



of users required no data changes

By integrating [Prove Pre-Fill™](#), the client enabled users to securely verify their identities in real time using their mobile phones. The result was a fast, frictionless identity verification process at onboarding that drove a **312% increase** in the number of app downloads in the first 10 months after launch.

Users who opted into the Pre-Fill flow completed the registration process **22% faster** than those who did not. That 47-second time savings led to a **35% reduction** in customer abandonment.

During the four-month pilot period, the solution also achieved an **87% success rate** in instantly verifying a user's identity and auto-filling their personal information with authenticated, accurate data.

In terms of accuracy of the auto-filled data, **78% of users** required no changes to the name and address data.

## Prove Pre-Fill Results Summary

- Easier, simpler, faster user onboarding experience
- Accuracy: verified auto-fill with customer consent delivers accurate personal data that ties to the patient account and can help with the patient matching
- Security and privacy: provides secure consumer identity verification that ensures that only that consumer can access their own records

“Fraud prevention professionals are often challenged with the level of friction that their risk controls inject into the end-to-end customer life cycle. Prove’s Pre-Fill solution is well-positioned to address these challenges with its ability to both authenticate individuals and markedly reduce friction through its auto-fill capabilities.”

– Jim Mortensen, Strategic Advisor at Aite-Novarica Group



**Ready to learn how Prove Pre-Fill  
can accelerate your revenue  
while mitigating fraud?**

[Get in touch with us here and  
see a demo >](#)