

# Address Verification for Social Networks

Eliminating Fake Profiles.



## Where Verified Addresses Build Real Trust

When every profile can hide behind a screen, trust becomes your platform's most fragile currency. Bots, scammers, and anonymous trolls threaten the authentic community experience users crave.

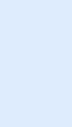
**Shufti's Address Verification Suite** connects the dots. We offer a unified platform allowing you to switch seamlessly between frictionless **Non-Doc checks** for optional user verification (Blue Checks) and rigorous **Document Authentication** for business advertisers.

Whether you are verifying a dating profile in London or a marketplace seller in Berlin, Shufti ensures the user is real, the address is valid, and your community remains safe.

## Built to Foster Trust & Protect Your Platform

### Drastically Reduce Bots & Fake Accounts

**Risk:** Automated bot networks create millions of fake accounts for spam, scams, and misinformation, degrading your platform's quality.

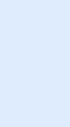


#### Solution:

**Identity-Address Linkage** makes it impossible to use fake addresses at scale. By requiring a valid address for verification, you create a cost-prohibitive barrier for bot farms.

### Enhance User Safety & Accountability

**Risk:** Bad actors from sanctioned regions (e.g., North Korea, Iran) use VPNs and fake addresses to bypass geo-blocks and launder money through your exchange.



#### Solution:

**Requiring Address Verification** adds real-world accountability. It discourages harmful behavior and allows users to filter their feed to interact only with "Verified" accounts.

### Verify Creators & Businesses

**Risk:** Scammers create fake profiles of brands or influencers to trick followers and steal ad revenue.

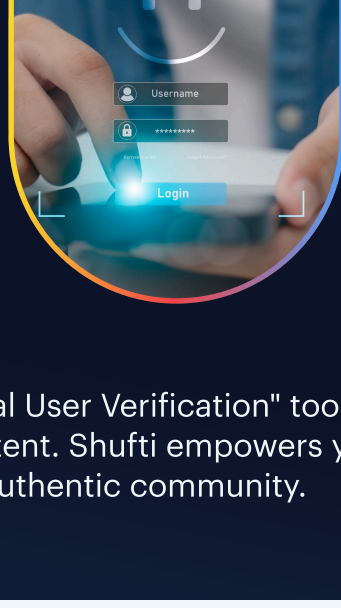


#### Solution:

Use **Document POA** as a key step for awarding a "Verified Badge." Verify the physical address of advertisers to ensure they are legitimate businesses, protecting your users from scam ads.

## Built for Global Platform Alignment

For social platforms, verification is now a regulatory mandate. Our solution aligns with the **EU Digital Services Act (DSA)** by fulfilling "Know Your Business Customer" (KYBC) obligations for verifying traders and advertisers.



It also supports the **UK Online Safety Act**, providing the "Optional User Verification" tools required to protect adults from anonymous trolls and illegal content. Shufti empowers you to meet these duty-of-care standards while building a safer, more authentic community.

## How Shufti Delivers The "One Suite" Advantage

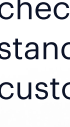
Select the exact level of assurance required for your community.

	Best For	How it Works
Non-Doc Verification (Proof of Residence)	Optional User Verification ("Blue Check").	Verifies identity and residence against trusted databases in <b>&lt; 3 seconds</b> . Frictionless enough for mass adoption by standard users.
Proof of Address (POA)	KYBC for Advertisers & Marketplace Sellers.	Authenticates user data from utility bills, bank statements and other documents in under <b>36 seconds</b> . Detects Photoshop edits and forgery to ensure the document is <b>100%</b> authentic.
Geolocation Risk Signal	Bot Prevention & Account Security.	Invisible background check. Measures IP-to-Address distance and flags VPNs/ Proxies to detect bot farms and automated sign-ups.
Address Validation	Marketplace Logistics.	Validates that a seller's return address or a buyer's shipping address is real and <b>deliverable</b> , reducing friction in P2P commerce.

## Engineered for Your Community

Feature	What It Means for You (Value)
Hybrid Cascading Workflow	Attempt a seamless <b>Non-Doc check (&lt; 3s)</b> for user badges. If the data is missing, automatically prompt for <b>Document POA</b> for higher assurance.
Ghost Address Detection	The ultimate weapon against bots. We block sign-ups using fake or non-existent addresses, stopping spam networks before they can form.
Geospatial Risk Analysis	Detect organized abuse. We instantly flag <b>VPNs, Proxies, and Tor nodes</b> to stop bad actors from creating thousands of accounts from a single location.
Identity-Address Linkage	Create a strong link between a user's digital profile and their real-world identity, making it exponentially harder to create anonymous, harmful accounts.
Global Coverage (240+ Countries)	Build a safer global community. We verify addresses in <b>95+ languages</b> , allowing you to roll out "Verified" programs to users everywhere.

## Where It Fits in Your Trust & Safety Stack



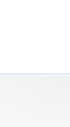
### Real-Time Checkout

Integrate Address Validation (Standalone) directly into your checkout page to validate and standardize addresses the moment a customer enters them.



### Business Verification (KYBC)

Mandate Document POA for any account wishing to run advertisements or open a marketplace shop, satisfying EU DSA rules



### Unlocking High-Trust Features

Add a security check when a user changes their saved address to prevent Account Takeover (ATO) fraud.



### Appeal & Restoration

Allow suspended users to verify their address as part of the appeals process to prove they are a real person committed to community guidelines.

## The Competitive Edge Scale, Speed, and Safety



### Speed That Doesn't Kill Growth

Verify address in **< 3 seconds** using Non-Doc checks, or complete full Document POA reviews in **sub ~ 35 seconds**.



### Massive Scalability

Built to handle over **1 million verifications per day**, effortlessly supporting the viral growth of the world's largest social networks.



### Drastically Reduced Spam

Our accuracy in detecting fake addresses significantly cuts down on the number of bot accounts that require manual moderation.

## Ready to Build a More Authentic Platform?

Replace anonymity and abuse with trust and authenticity.

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[Book a Demo](#)