



CASE STUDY

CRYPTO

A Leading Global Crypto Company Strengthened Global Onboarding, and Verification Efficiency with Shufti

The Challenge

Client Profile:

- ▶ **Industry** Digital Assets & Cryptocurrency
- ▶ **Scale** Operations in 100+ countries, tens of millions of users
- ▶ **Profile** Publicly-traded U.S. company known for its stringent, compliance-first approach

Rapid
Global
Expansion

AND

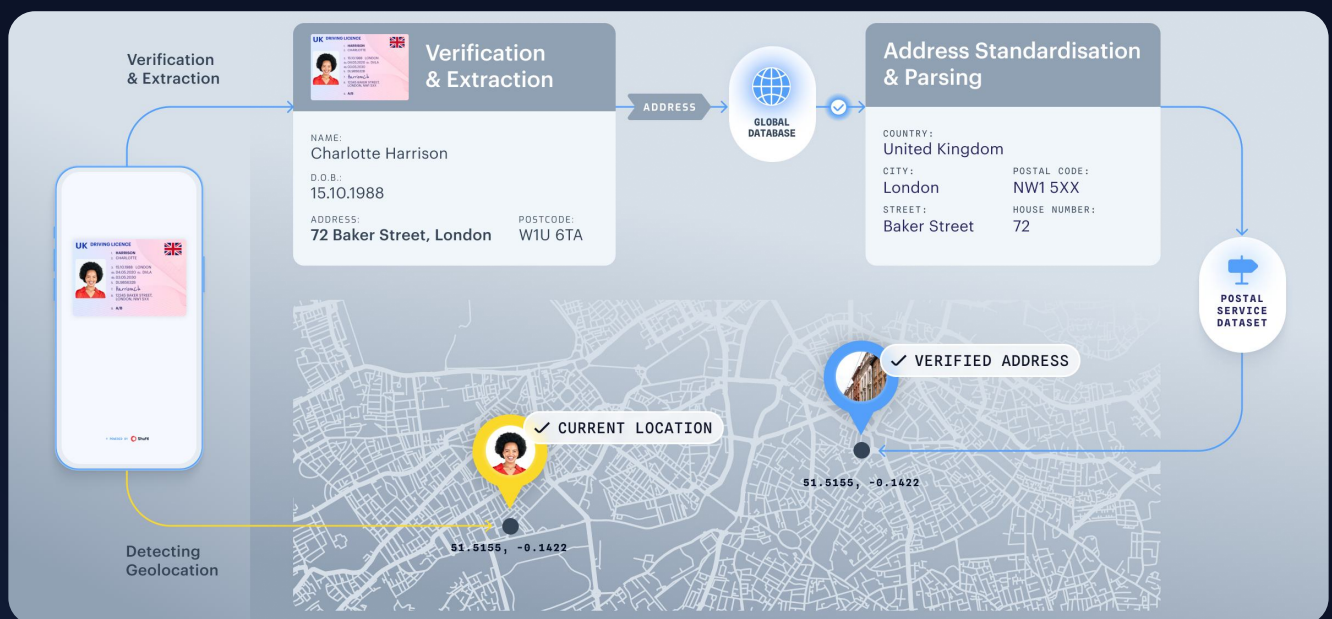
Increasingly
Sophisticated
Fraud Tactics

A leading global crypto company faced the dual challenge of rapid international expansion and increasingly sophisticated fraud tactics. Operating across multiple continents, the company needed a robust, scalable identity verification solution that could maintain compliance with regional regulations while ensuring seamless user experiences.



The Solution

To meet these needs, the company partnered with **Shufti** beginning with a focused implementation of **address verification** services. Initially limited to select markets in **Africa and Europe**, the solution validated user residency through documents such as utility bills and bank statements.



Shufti delivered the best address verification solution for messy, multilingual markets:

- ✓ Automatic translation and transliteration of document fields
- ✓ High-accuracy OCR with custom field extraction
- ✓ Structured address decomposition and normalization for non-standard formats
- ✓ An expanded library of Proof of Address (POA) document templates by country
- ✓ Account-level configurability (accepted document types)

THE SOLUTION

The Outcome

FASTER VERIFICATION

MORE ACCURATE ADDRESS VALIDATION

FEWER MANUAL INTERVENTIONS

LOWER COSTS

SMOOTHER ONBOARDING ACROSS REGIONS

As the business scaled, compliance and security demands increased. Within months, the company expanded its use of Shufti's services to include:



Document Verification

using government-issued IDs



Face Verification

to combat spoofing and synthetic identity fraud



Face Similarity and Matching

for enhanced biometric validation

This **modular and scalable approach** allowed the company to adopt each new service seamlessly, with **customised flows** designed to reflect **regional ID formats**, **language preferences**, and **specific regulatory frameworks**.

Partnership Evolution

Since inception, the collaboration between Shufti and the crypto company has transformed from a small-scale engagement into a **global strategic alliance**.

✔ Rapid Growth

Within the first three months, over **100,000 verifications** were completed successfully.

✔ Ongoing Momentum

Verification traffic increased by **21.9% in January 2025** alone, reflecting strong user onboarding volumes and trust in the verification process.

✔ Global Reach

Today, the company operates with Shufti across multiple regions worldwide, leveraging not just address and document verification but also **facial similarity and anti-deepfake tools** for advanced security.

Regular monthly & quarterly performance reviews ensure close collaboration between both teams, enabling real-time issue resolution and continuous optimisation.



Key Drivers of Growth

Several factors contributed to the partnership's sustained success and global expansion:



Scalability & Regional Flexibility

Shufti's adaptable infrastructure supports localized workflows, tailored to meet country-specific requirements. Whether onboarding users in India, Europe, or Africa, Shufti customizes processes to align with **local regulations and document standards**.



Advanced Fraud & Deepfake Prevention

The company relies on Shufti's **AI-powered fraud detection and deepfake prevention** to identify manipulated images, screen captures, and synthetic identities—critical for protecting high-value transactions and user trust.



Proactive Monitoring & Continuous Improvement

Daily audits, performance tracking, and feedback loops allow Shufti to proactively enhance verification flows, maintaining **uptime, precision, and speed** as the client's needs evolve.

Shufti Excelled at Client-Centric Customizations

To support seamless global onboarding, Shufti implemented several **customised verification workflows** designed around the client's operational and regulatory needs:



India-Specific Verification Flow

A dedicated flow excluding originality checks, performing only **OCR and face-document similarity checks**, was developed to optimise accuracy and speed for Indian users.



Translation & Localization Enhancements

Added **translation capabilities** for multilingual document fields, ensuring accurate data extraction across diverse markets.



Address Decomposition Feature

Shufti introduced structured address decomposition for regions lacking native address formats, ensuring consistent validation.



Expanded Document Support

Based on client requests, Shufti integrated **additional document types** and **custom OCR fields**, capturing details like employer or balance information for deeper verification context.

These enhancements not only improved the accuracy of verifications but also streamlined onboarding times, enabling frictionless user experiences across all supported geographies.

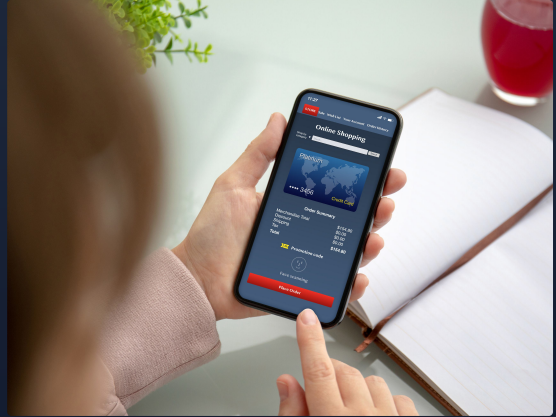
Results & Impact

90% Facial Verification Acceptance Rate

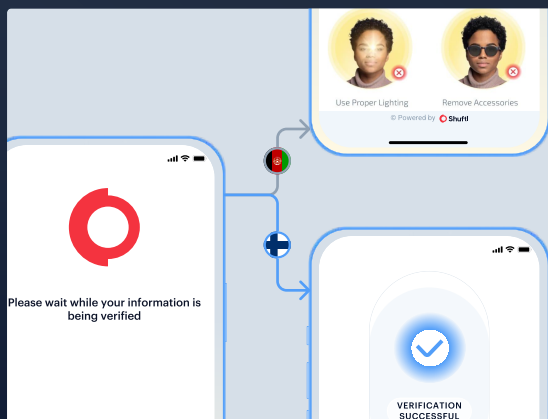


Shufti's biometric verification minimized user drop-off during onboarding by achieving a **90% success rate**, significantly reducing false rejections while effectively blocking spoofed or AI-generated faces.

99%+ OCR Accuracy



Address and document verification services maintained **OCR precision exceeding 99%**, with **false rejection rates below 1%**, validating the robustness of Shufti's AI-driven approach.



21.9% Month-over-Month Growth

Shufti's infrastructure effortlessly handled a 21.9% surge in verification volume in January 2025 alone, demonstrating true scalability under pressure and reflecting strong user trust in the onboarding process.



See Shufti in Action

Through close collaboration, transparency, and continuous innovation, Shufti has become a **core verification partner** for this leading crypto company, supporting its compliance-driven growth across multiple regions.

What began as a regional engagement has evolved into a **global strategic partnership**, expanding service scope, verification depth, and security capabilities, empowering the company to onboard users securely and efficiently at scale.

Secure your global growth with a trusted verification partner.

**Your users deserve a seamless, secure experience.
Your business deserves a verification partner that scales with you.**

Book A Personalized Demo



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