Shufti × Batemates

How Batemates Overcame US Onboarding Barriers With Identity And Age Verification

Expanding verification accessibility for US users, driving subscription growth, and building trust across a global adult community.



PCI DSS · SOC2 · QG GDPR · ISO 27001: 2022 · CE+ · iBeta Level 3 · CCPA

CLIENT OVERVIEW

Building a Global Adult Community Around Trust and Safety

Batemates is an adult-oriented social platform connecting users through interactive digital experiences, including video-based communication. Launched worldwide from day one, the company needed dependable identity and age verification to protect its community and meet the requirements of its banking and payment partners.

The **United States is Batemates' largest market**, followed by the United Kingdom, Europe, and other international regions. Supporting this diverse user base required a verification solution that could accommodate different identity documents without introducing unnecessary barriers to onboarding.

For Batemates, the challenge was clear: establish a trusted environment for eligible adults while keeping the registration experience accessible and straightforward.



THE CHALLENGE

When Passport-Only Verification Stands in the Way of Growth

Before partnering with Shufti, Batemates relied on an identity and age verification solution linked to its payment provider. However, its document compatibility was limited, creating a major obstacle in the company's most important market.

US users could only verify their identity and age using a passport. With a large proportion of Batemates' audience based in the United States, this restriction prevented many prospective users from completing verification and accessing the platform.

The issue also created an early perception that joining Batemates required a passport, making an already sensitive onboarding process more intimidating.

Beyond document coverage, the company needed a provider that could satisfy payment partner requirements, support global operations, and accommodate the commercial realities of a startup without demanding large upfront verification commitments.

Batemates needed a solution that could remove these barriers while maintaining strong identity verification, age assurance and user safety standards.

> **"Our previous provider only supported US passports, which was a major obstacle because most of our users are based in the US. Many simply didn't have a passport, so they couldn't complete verification. Removing that limitation was one of the biggest reasons we switched to Shufti."**
>
> **Johan Guams**, *CEO, Batemates*

THE SOLUTION

Accessible Age Assurance for a Global Audience

Batemates partnered with Shufti in February 2025, replacing its previous payment-provider-linked solution with an independent identity and age verification process.

The company implemented Shufti's document verification, facial verification, and age assurance, establishing a more accessible onboarding experience for its international user base.

The solution delivered four key capabilities:

BROADER DOCUMENT COMPATIBILITY

Support for a wider range of identity documents removed the US-passport-only restriction, making verification more accessible in Batemates' largest market.

RELIABLE IDENTITY AND AGE ASSURANCE

Combined document, facial, and age checks help confirm user eligibility while strengthening safeguards against fraudulent identity submissions.

INDEPENDENT VERIFICATION INFRASTRUCTURE

Separating verification from payment processing gave Batemates greater flexibility to manage and improve its registration experience.

SEAMLESS & EFFICIENT INTEGRATION

The technical team completed the integration quickly, embedding Shufti's hosted verification flow into the platform's onboarding journey with minimal development effort.

For Johan, Shufti's accessibility, dependable technology, and responsive team were important factors in choosing a long-term verification partner.

RESULTS AND BUSINESS IMPACT

More Accessible Onboarding, Strong Verification Performance

The most immediate benefit of switching to Shufti was removing the passport-only verification restriction that had limited Batemates' US onboarding experience.

Following implementation, **Batemates observed an increase in subscriptions**, as more prospective users could complete verification using supported identity documents.

The partnership also helped the company establish specialist verification infrastructure without developing and maintaining the technology internally.

> **"The biggest change came when we removed the passport-only requirement. We saw an increase in subscriptions almost immediately. For a new platform like ours, making verification more accessible was a significant improvement."**
>
> **Johan Guams**, *CEO, Batemates*

Enhanced Verification Performance

Since adopting Shufti, Batemates has continued processing identity and age verification requests across its growing global user base. The **95% first-attempt pass rate** is particularly important for an age-restricted platform, where repeated verification attempts can create friction and discourage legitimate users.

95%	Global
First-attempt pass rate	Worldwide launch from day one

RESULTS AND BUSINESS IMPACT

Beyond Verification: Confidence to Grow

For Batemates, Shufti's value extends beyond onboarding performance.

Operating an adult platform requires dependable age assurance, particularly when managing payment partner expectations and protecting a global user community.

Although Batemates considered developing its own verification technology, Johan preferred relying on an established specialist rather than taking responsibility for detecting fraudulent documents and managing complex verification processes internally.

CLIENT TESTIMONIAL

> "As a founder, Shufti gives me peace of mind. Identity and age verification are critical in our industry, but they're not our area of expertise. Knowing we have a reliable partner handling this allows us to focus on building our platform and growing the business."
>
> **Johan Guams**, *CEO, Batemates*

The partnership allows Batemates to concentrate on product innovation and community growth while relying on Shufti's identity and age assurance capabilities to support its platform safeguards.



FUTURE OUTLOOK

Towards a More Seamless Verification Experience

Batemates' next priority is to integrate Shufti's API more deeply into its onboarding journey, replacing the current externally hosted verification flow with a more consistent, fully branded experience.

The company is also considering adopting facial Age Estimation for its newer camera-based interaction features, where faster verification could reduce friction.

As Batemates develops its global community, Shufti's KYC technology and ongoing partnership will continue to support its objectives around user trust, age assurance, and sustainable growth.

Build Trust Into Every Onboarding Journey

From age-restricted platforms to global digital communities, Shufti helps businesses verify users, improve onboarding accessibility, and strengthen identity and age assurance.

Book a Demo

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