

eIDV FOR E-COMMERCE

Secure Checkout, Higher Conversions

Fast. Frictionless. Fraud-Proof.

From high-ticket auto purchases to peer-to-peer marketplaces, every transaction hinges on genuine identities. Shufti's eIDV acts as a **Unified Identity Layer**, connecting your store to hundreds of eIDs, mobile wallets, and biometrically enriched data sources. We ensure real customers checkout instantly, while bots and chargeback fraudsters get blocked at the gate.

Unified Identity Layer

Shufti's eIDV allows you to choose the right verification methods per country, according to your need, whether it's auto-filling a shipping address to slash cart abandonment or blocking a high-risk credit card transaction with a biometric check.

Shufti eIDV is a unified global digital identity layer that lets you choose the right mix of passive checks, active eIDs, and biometrically enriched sources, while keeping data minimised and fraud under control.

The High Stakes of E-Commerce Fraud

The cost of fraud is rising. Is your checkout secure?

Chargeback & Friendly Fraud (\$20B)

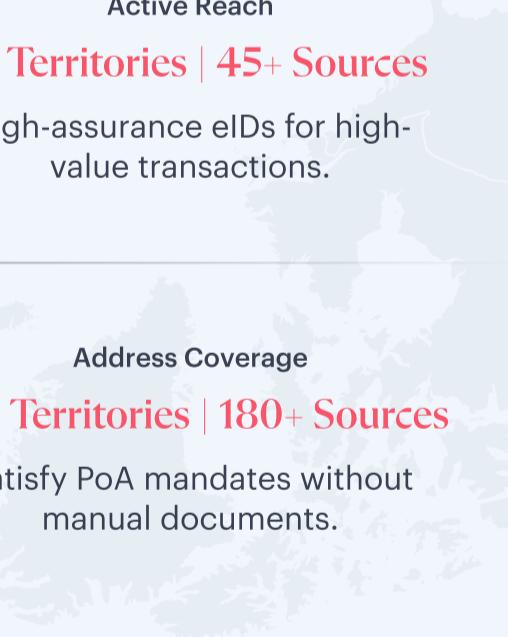
Merchants lost ~\$20B in 2023, with 75% of losses tied to "friendly" disputes where customers falsely claim fraud.

Synthetic & Deepfake Identities

Synthetic ID fraud spiked 300% in Q1 2025, using AI-generated profiles to bypass basic checks.

Your E-Commerce Trust Engine

Solving Core Retail Challenges.



Pre-fill & Zero Typing

Slash cart abandonment by removing typing friction. **Pre-fill Services** fetch verified Name, Address, and Phone from Telco sources using just a phone number, ensuring faster checkouts.

Light-Touch Guest Checkout

Verify guest users instantly without forcing account creation. **Passive eIDV** confirms identity and shipping address in the background via Credit and Telco sources, stopping fraud invisibly.

Chargeback & Synthetic Defense

Stop "Friendly Fraud" and synthetic profiles. Our **"Combo" Check** combines Document Verification with Passive eIDV to validate physical IDs against digital records, providing rich evidence.

Proof of Address (PoA)

Verify delivery locations without utility bills. **Passive eIDV** links the shopper to an address via API in seconds, boosting delivery success rates and lowering fraud.

Feature Matrix Your Unified Identity Layer

| Module | Core Capability | E-Commerce Strategic Edge |
|-----------------------------|---|--|
| Passive eIDV | Attribute-only checks (Name, DOB, Address). Satisfies PoA & Age mandates. | Instant Guest Checkout. Verify shipping details in < 3s against 230+ sources. Ideal for frictionless sales. |
| Pre-fill Services | Data Auto-population. Fetches verified details from Telco/Govt sources. | Zero-Typing Experience. Auto-fill checkout forms using just a phone number to slash cart abandonment. |
| Doc-less Address & Age | Verified Attributes. Confirm Age and PoA via database checks instead of document uploads. | Zero Friction Compliance. Verify age for restricted goods (e.g. alcohol/vapes) without asking for an ID scan. |
| Active eIDV | Strong authentication via eIDs, wallets, and Bank logins (e.g. Autos, Luxury). | Gold Standard Verification. High-assurance login for high-ticket items (Autos, Luxury) across 30 territories. |
| Biometrically Enriched eIDV | Biometric Matching. Matches live selfies against government database images. | Stop Account Takeovers. Require a quick selfie before expensive orders to ensure the account owner is present. |
| Synthetic Defense | Combo Orchestration. Combines Pre-fill and Document Verification. | Defeat Scalpers Bots. Cross-references digital data with physical documents to expose automated attacks. |

Explore Our Global Reach

Active Coverage Sheet

[Download Now](#)

Global Coverage Matrix

[Download Now](#)

Passive Coverage Sheet

[Download Now](#)

Biometrically Enriched Coverage Sheet

[Download Now](#)

Journey Builder Orchestration

Visually build complex flows from Pre-fill checkout to Synthetic Defense combos without writing code.

2x2 Logic for Extra Security

Cross-reference user data against Credit, Independent Mobile Operator (e.g. Ooredoo), and other independent sources in real-time to flag inconsistencies in real time.

Single Platform, Single API

Merchants can integrate Passive Biometrically Enriched, and Active eIDV with a single API to streamline operations.

Volume-Aware Economics

Optimize cost by mixing low-cost passive checks for standard orders with high-risk transactions.

Address Coverage

Satisfy PoA mandates without manual documents.

Age Coverage

Satisfy Age mandates without manual documents.

Integration

50% Faster

Unified API cuts development overhead vs. multi-vendor stacks.

Active Reach

30 Territories | 45+ Sources

High-assurance eIDs for high-value transactions.

Passive Reach

65+ Territories | 230+ Sources

Massive reach for attribute verification and delivery validation.

Address Coverage

40+ Territories | 180+ Sources

Satisfy PoA mandates without manual documents.

Age Coverage

50+ Territories | 170+ Sources

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