



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.

CNP Fraud (\$28.1B)

Card-Not-Present fraud is projected to hit \$28.1 Billion by 2026, a 40% surge.

Synthetic & Deepfake Identities

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

Bot Scalping (\$362B)

High-velocity bots hoarding limited inventory are expected to cost merchants over \$362 Billion globally by 2028.

Account Takeovers

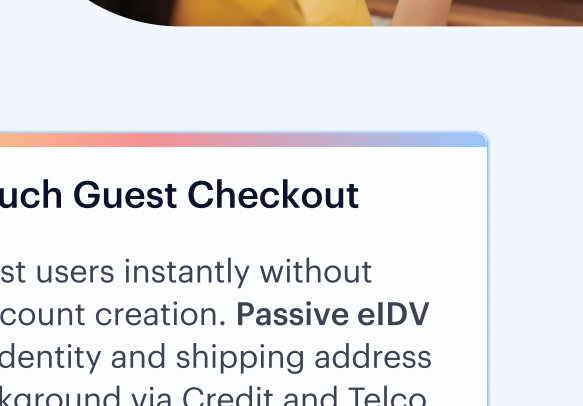
Credential stuffing attacks (like The North Face breach) use stolen logins to drain customer accounts.

The Cost of Friction

< 20% win rates on fraud chargebacks, leaving most disputed funds unrecovered.

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. BankID).	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 Passive eIDV + Document Verification.	Defeat Scalpers Bots. Cross-reference digital data with physical documents to expose automated attacks.

Performance You Can Bank On

Verification Speed < 3 Seconds Instant gratification for shoppers; higher conversion rates for you.	Integration 50% Faster Unified API cuts development overhead vs. multi-vendor stacks.
Passive Reach 65+ Territories 230+ Sources Massive reach for attribute verification and delivery validation.	Active Reach 30 Territories 45+ Sources High-assurance eIDs for high-value transactions.
Age Coverage 50+ Territories 170+ Sources Satisfy Age mandates without manual documents.	Address Coverage 40+ Territories 180+ Sources Satisfy PoA mandates without manual documents.

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

Compliance Crunch

In the highly competitive E-Commerce landscape, payment and data security is not optional, but a core market requirement. It's essential to operate **compliant with the requirement** of certified best practice compliance standards (PCI DSS) to protect customers and business. Non-compliance risk negligence can result in severe financial penalties, eroding customer trust and damaging brand reputation.

Why Shufti eIDV?

Single Platform, Single API

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

2x2 Logic for Extra Security

Cross-reference user data against two independent sources (e.g. Credit Bureau + Mobile Operator) to flag inconsistencies in real time.

Volume-Aware Economics

Optimize cost by mixing low-cost Passive checks for standard orders with Active/Enriched checks for high-risk transactions.

Privacy by Design

You receive only the attributes needed (e.g. "18+ verified"), while Shufti enforces strict retention and masking.

Journey Builder Orchestration

Visually build your workflow from Pre-fill checkout to Synthetic Defense combos without writing code.

Book a Demo

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