

IVault AG Strengthens Marketplace Trust With Shufti's In-App Identity Verification



PCI DSS



SOC2



GDPR



QG GDPR



ISO 27001:
2013



CE+



iBeta Level 1



iBeta Level 2



KJM Verification
age



CCPA

Overview

iVault AG operates a community-driven marketplace where users swap items, interact, and earn rewards through a referral system. As the platform expanded, ensuring secure user interactions, regulatory compliance, and seamless onboarding became critical.

To support these goals, iVault AG implemented identity verification powered by Shufti in **2024**, enabling fast, in-app KYC verification while maintaining a smooth user experience. Over the two years since deployment, verification volume has scaled **10x** as the platform has grown, with measurable improvements across onboarding speed, drop-off rates, and operational efficiency.

The Results: a 34% reduction in sign-up drop-off, an 84% reduction in onboarding time, and automated identity verification integrated directly into the mobile app.

Performance at a Glance

Metrics	Before Shufti	With Shufti	Improvements
Sign-up drop-off rate	71%	37%	-34% points
Onboarding time per customer	83 seconds	13 seconds	-84%
Verification volume	Baseline (2024)	10× Baseline	×10 over 2 years
Verification method	Manual review	Automated in-app	Fully automated

The Challenge

Before implementing Shufti, iVault AG faced several operational and security challenges.

01 Ensuring Trust in a Peer-to-Peer Marketplace

Because the platform allows users to swap items, communicate, and interact with strangers, identity verification was essential for maintaining a safe and trusted environment. Without verified identities, users could not reliably assess the legitimacy of other marketplace participants, and the risk of fake accounts undermining community trust was material.

02 Meeting KYC and Compliance Requirements

As the platform scaled, implementing Know Your Customer (KYC) processes became necessary to meet regulatory standards and prevent platform misuse. Without an automated verification solution, compliance obligations would be difficult to manage and fraud prevention measures would remain limited.

03 Maintaining a Seamless Mobile Experience

Vault AG's platform operates primarily through a mobile app built in Flutter (iOS and Android). The team required a verification solution that could be integrated directly inside the app, supported multiple document types, and avoided redirecting users to external verification pages. At the time of implementation, the platform's sign-up drop-off rate stood at 71% in the first quarter of onboarding — a figure the team identified as being directly tied to friction in the verification flow. A complex or slow verification process risked compounding this further.

04 Scaling Without Manual Verification

Manual identity verification was not viable for a rapidly growing user base. It would have created operational bottlenecks, high support and review costs, and delayed user onboarding. With growth targets requiring significant volume increases, the team needed an automated, scalable solution that could expand without adding headcount.

The Solution

To address these challenges, iVault AG implemented Shufti's KYC and identity verification solution directly within their mobile application.

Key Capabilities Implemented

Document Verification

Users upload government-issued identification — passports, driving licences, and national ID cards — directly within the app.

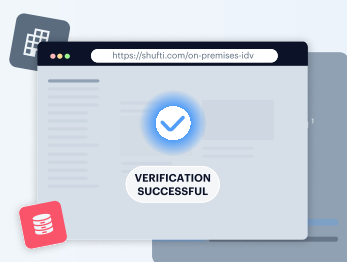
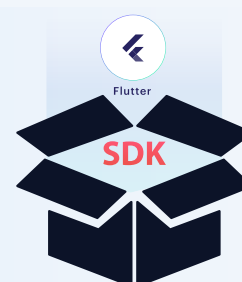


Face and Liveness Verification

Users complete identity confirmation with a selfie for biometric comparison, confirming the document holder is physically present.

Native Mobile SDK Integration

Using Shufti's Onsite SDK for Flutter, verification occurs entirely within the app. Users complete identity verification without leaving the platform at any point in the flow.

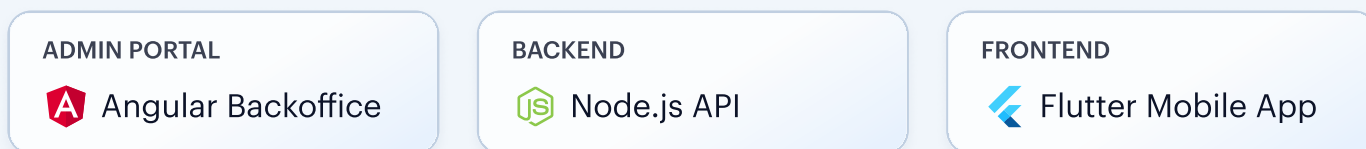


Backend Verification Management

Through the Shufti API Status endpoint, the iVault team can retrieve verification status, access document and face proof images, and review verification data through their backoffice system.

Implementation

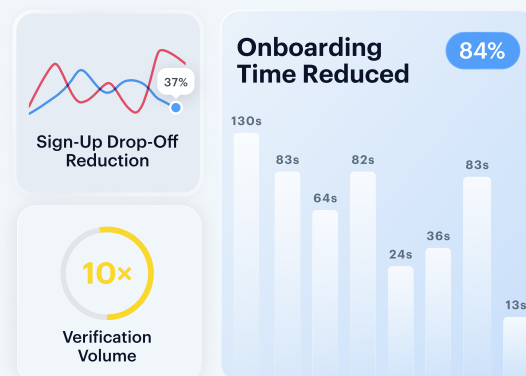
The integration was designed to fit seamlessly within iVault AG's existing architecture.



Shufti's Onsite SDK was integrated into the Flutter mobile app to enable in-app verification. Backend systems store each verification reference (kycId) generated during the process, and the Status API retrieves verification outcomes and proof images for administrative review. Because the SDK and APIs were well documented and compatible with the existing stack, implementation was completed smoothly within a short timeframe.

Results And Impact

Since deploying Shufti in 2024, iVault AG has seen measurable, sustained improvements across onboarding performance, fraud prevention, and operational efficiency, with verification volume scaling 10x over two years as the platform has grown.



Onboarding Time Reduced by 84%

Average onboarding time per customer fell from 83 seconds to 13 seconds following implementation. The elimination of external verification redirects and the introduction of auto-guided in-app flows were the primary drivers of this improvement. What had previously been a multi-step, friction-heavy process became a sub-15-second experience that users complete without leaving the app.

Sign-Up Drop-Off Reduced by 34 Percentage Points

In the first quarter of onboarding with Shufti, sign-up drop-off stood at 71%, a rate the team attributed significantly to verification friction. By the most recent quarter, that figure had fallen to 37%, representing a 34 percentage point reduction over two years. The shift reflects the cumulative effect of smoother in-app verification, reduced retry loops, and the elimination of redirects to external verification pages.



Verification Volume Scaled 10×

As the platform has grown, verification volume has increased 10× from the 2024 baseline. The automated, API-driven architecture has absorbed this growth without requiring manual review capacity to scale in parallel, a critical factor in the team's ability to grow the platform efficiently.



Increased Trust Across the Marketplace

Verified users are now clearly identified across the platform through a KYC status indicator (hasKyc) visible in chat conversations, user profiles, and marketplace listings. This visible verification status gives users confidence when interacting with other participants on the platform, directly addressing the trust concern that originally motivated the integration.



Improved Fraud Prevention

Automated identity verification has significantly reduced the risk of fake accounts, identity misuse, and fraudulent transactions. By confirming identity at the point of sign-up and linking KYC status to platform activity, iVault AG has made it materially harder for bad actors to establish credible presences on the marketplace.



Strengthened Referral Programme

The platform's ECO points referral programme requires both the referrer and referred user to complete identity verification before rewards are issued. With Shufti integrated, verification rules are enforced automatically — rewards are issued only after successful KYC, making the activation funnel more reliable and reducing the scope for referral abuse.



Reduced Operational Workload

Automated verification has minimised the need for manual review, allowing the team to reduce operational costs and focus resources on platform growth rather than verification administration.

Customer Experience

The iVault AG team reported a positive experience integrating and working with Shufti.

Key Highlights

- ▶ Clear and well-structured documentation
- ▶ Smooth SDK integration within the Flutter environment
- ▶ Responsive support during implementation

The ability to combine mobile SDK verification with backend API control allowed the team to maintain both a strong user experience and full administrative visibility.

Testimonial

“

Shufti enabled us to integrate identity verification directly into our ivault™ app. Users verify in minutes with a simple ID upload and selfie, and we can confidently show verified status across our marketplace. The SDK integration was straightforward, and the API gives our team the visibility we need when reviewing verifications. It has been essential for building trust in our community.



Team @ **iVault AG**

Looking Ahead

As iVault AG continues to scale its marketplace, identity verification will remain a key part of its platform infrastructure. Future priorities include expanding into additional regions, supporting more identity document types, and gaining deeper analytics into verification funnels and onboarding performance. With verification volume already at 10× its 2024 baseline, and drop-off rates more than halved since implementation, the platform is well positioned to continue scaling while maintaining the security and trust standards its community expects.

Whether you're implementing KYC for the first time or replacing a verification process that's costing you conversions, Shufti's identity verification can be integrated directly into your existing mobile or web stack

✓ Document Verification

✓ Liveness Check

✓ Backend API Control

from a single SDK.

Ready to Automate Your KYC & Identity Verification?

[Book a Demo](#)

Request a tailored walkthrough against your specific platform and compliance requirements:

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