

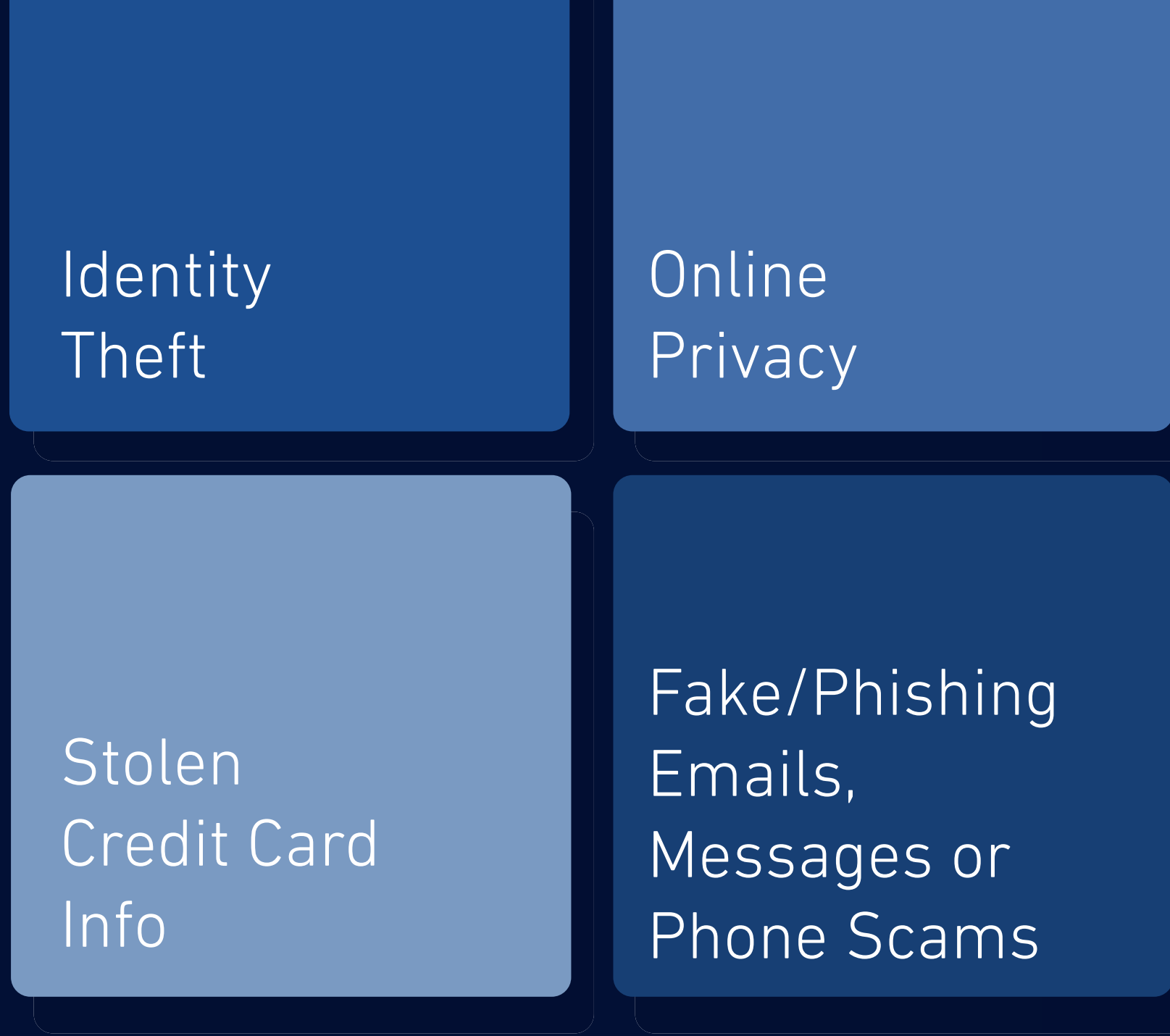
# 2023 U.S. IDENTITY + FRAUD REPORT HIGHLIGHTS

Experian's 2023 U.S. Identity + Fraud Report provides organizations a clear snapshot of the current fraud landscape, shifting consumer expectations and insight into how they can prioritize future fraud prevention technology investments.



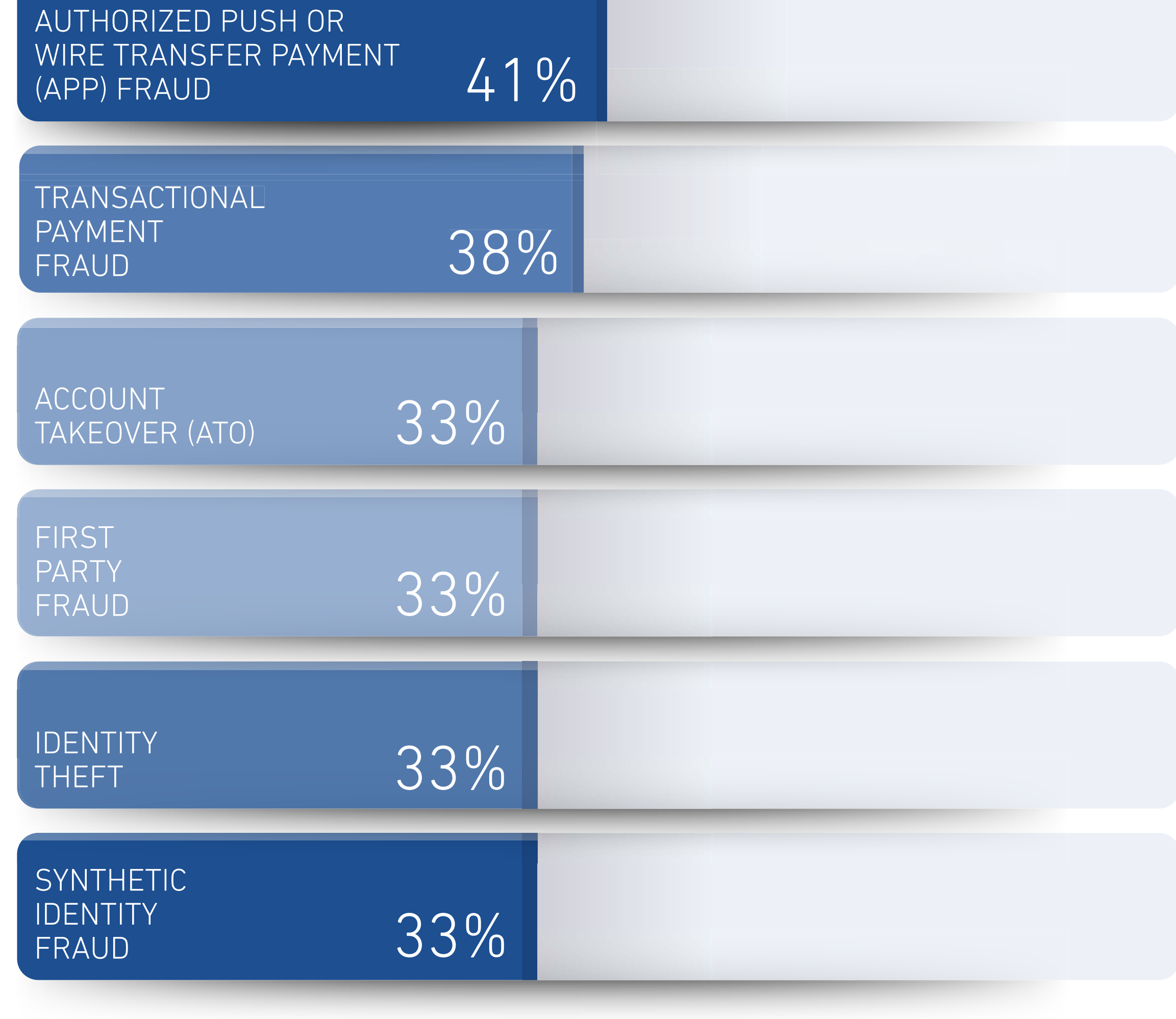
**FRAUD** remains top of mind for both businesses + consumers.

## TOP CONSUMER FRAUD CONCERNS

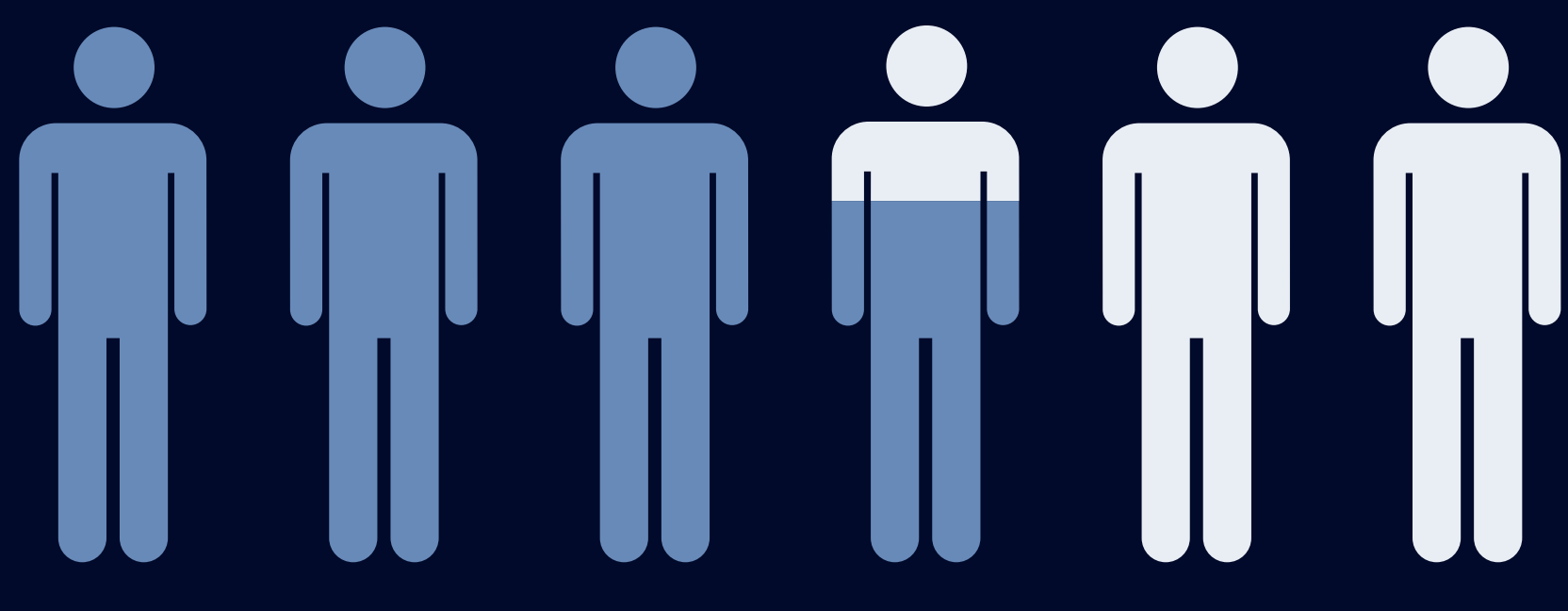


## TOP MOST ENCOUNTERED FRAUD EVENTS

reported by U.S. businesses



## CONSUMERS



**64%** [nearly two-thirds] of consumers say they're very or somewhat concerned with online security.

## BUSINESSES



**58%** [of digital-only businesses] report they've experienced "somewhat more" fraud losses in recent years.

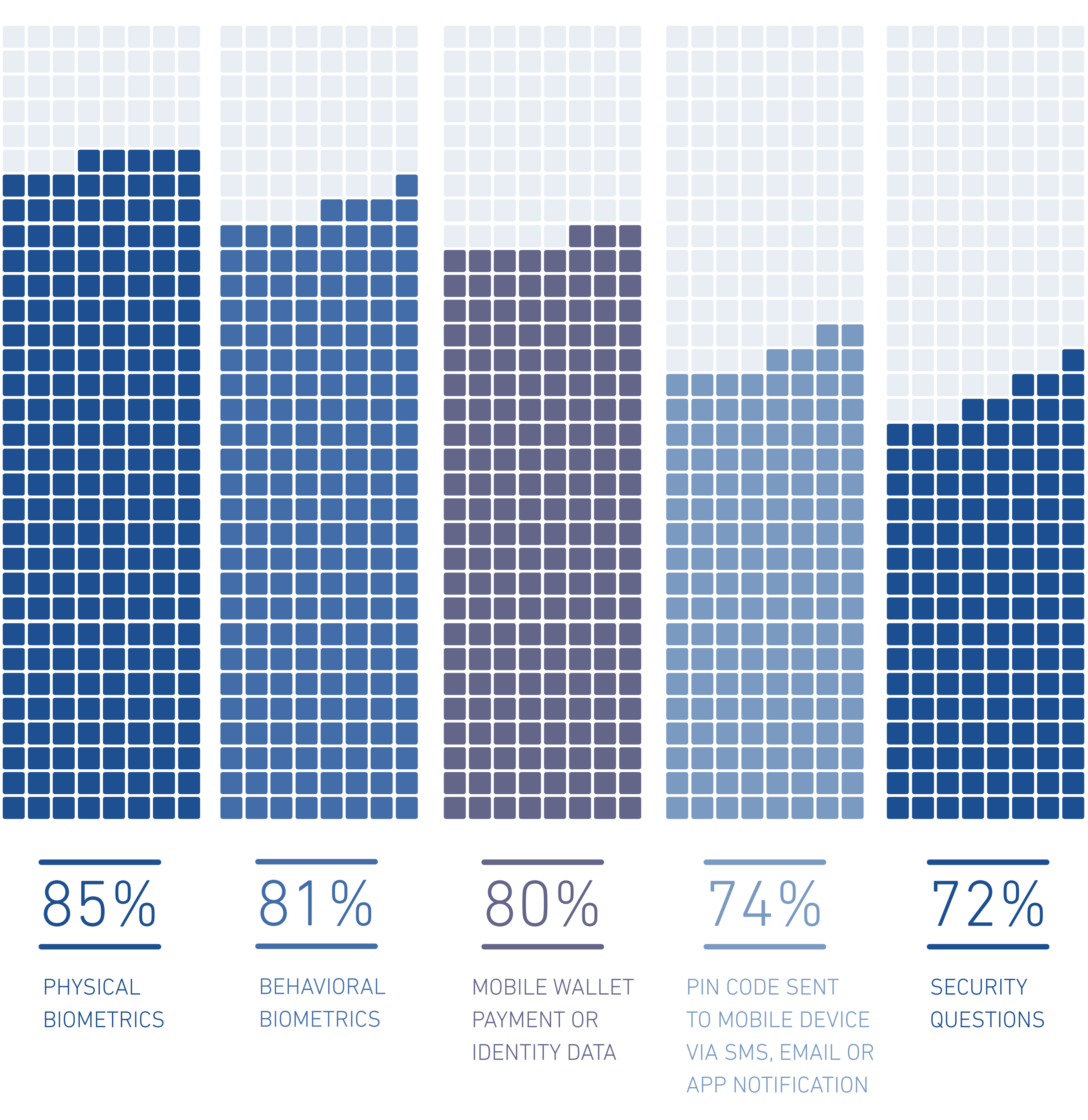
**NEARLY 70%** of businesses report that fraud losses have increased in recent years.



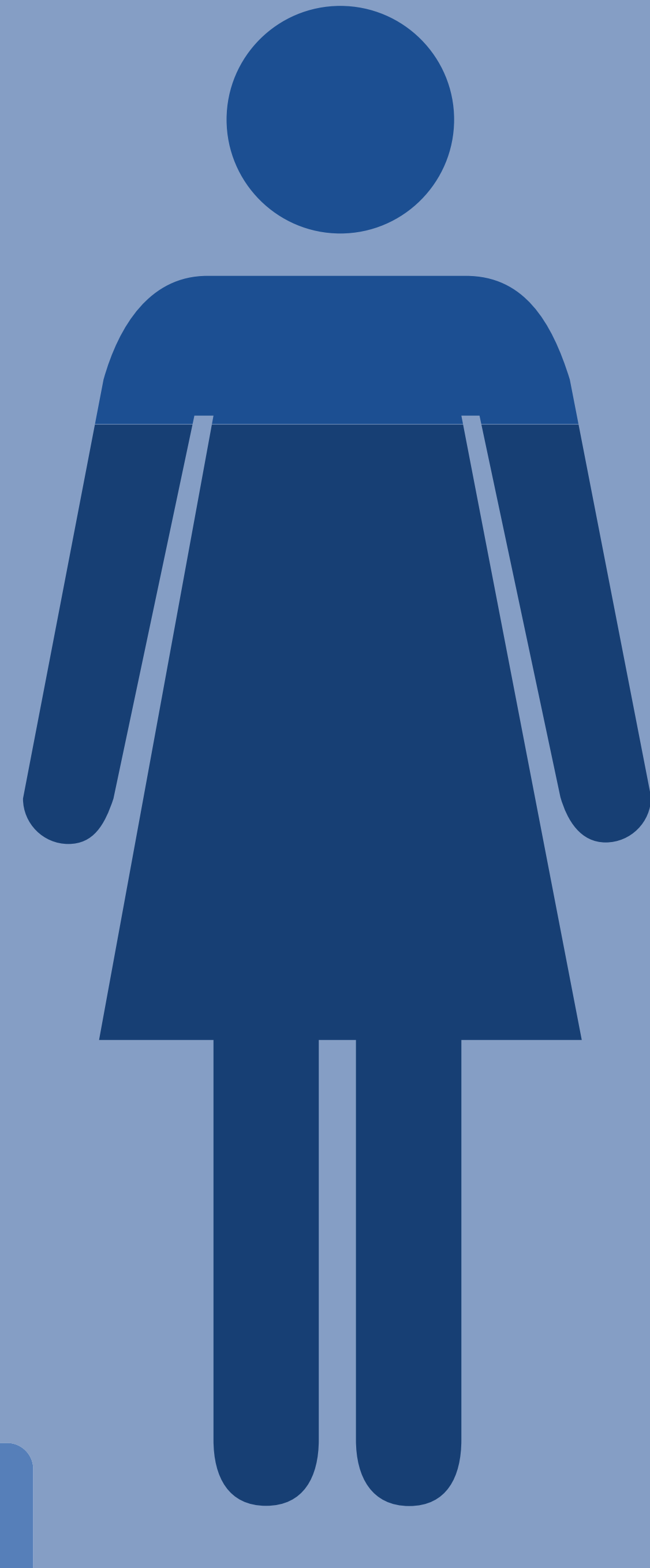
**CUSTOMER EXPECTATIONS** are evolving.

The **mismatch between consumer expectations and experiences with online identification and security** is leading to **reduced satisfaction and increased abandonment** during new account opening processes.

## TOP 5 MEASURES THAT MAKE CONSUMERS FEEL MOST SECURE



**>85%** More than 85% of consumers expect businesses to respond to their identity and fraud concerns, and these expectations have risen over the past several years.



**51%** of U.S. consumers considered ceasing account opening during the process due to friction and less-than-positive experience.



**MACHINE LEARNING (ML)** is essential.

**87%** reported high levels of confidence at customer authentication



With **NEARLY 60%** of companies already prioritizing or planning to add ML-powered solutions to their identity and fraud portfolios, it's clear that the power of this technology to detect and prevent fraud is now well understood across all markets.



**90%** For businesses using ML models, 90% reported a high level of confidence in their effectiveness at fraud detection and prevention