Product sheet

Experian Account Ownership Verification

Trust your digital transactions with frictionless payment card owner verification

Experian Account Ownership Verification helps answer the question:
Does a consumer truly own the card they've presented for payment?

By matching provided identity information to verified records, Experian helps online merchants and payment service providers reduce false declines, fraud and operating expenses through more secure, seamless transactions.

Market challenges

The view of digital commerce risk is complex and fragmented. Risks associated with consumer identities and payment instruments are evaluated independently, if at all.

Without an integrated view of risk, existing card authentication services used in isolation result in high false positives, friction and a lack of card issuer support. As a result, merchants respond with aggressive risk policies that create a poor user experience and lead to millions of dollars lost in online sales annually.

Experian Account Ownership Verification

Experian enhances card authentication by linking the provided credit or debit card with the digital identity of the user presenting the card.

When a consumer initiates a transaction or attempts to save a card for future use, Experian compares the submitted identity data — including name, shipping address, phone number and email — against the verified, on-record information associated with the payment card provided. This solution combines Experian's vast data assets — including 950 million payment account numbers on file across 250 million consumers — with our advanced analytics capabilities to assess risk.

Mismatches between attributes indicate a stolen or synthetic card or identity in use. The outcome is delivered via Experian's real-time API, giving merchants and payment providers a holistic, unified view of risk that can support faster, more accurate decisions.

Increase trust in transactions with no added friction

- **Increase conversion rates**: Passively verify card ownership for good customers, reducing friction and abandonment rates
- **Reduce false declines:** Confirm card ownership for trustworthy users, preventing incorrect declines and unnecessary step-ups
- **Prevent stolen card usage:** Mismatches between provided information and verified records allow fraudulent transactions to be stopped in real time
- **Streamline operations:** Reduce operational costs by preventing fraudulent card use upfront and expensive manual reviews and chargebacks

Enhancing experiences across the customer lifecycle

Experian's account ownership data is used at multiple touchpoints:

- **Facilitate the creation of new user and guest accounts:** Verify good customers quickly, reducing friction at sign-up and checkout while preventing potential fraud.
- **Screen changes to existing accounts:** Prevent account takeovers before transactions take place by assessing the identities of newly added users and changes to delivery or contact information.
- **Portfolio maintenance:** Utilize a batch screening process to confirm card ownership in advance, enabling friction-free transactions for verified records and driving better decisions using real-time transaction data where ownership may be uncertain.
- **Portfolio protection:** Proactively analyze, monitor and flag risk in your card-on-file portfolio to help purge bad actors from your ecosystem before they can transact.

Case study: Large U.S. retailer

A large U.S. retailer was seeking to improve the online experience for its consumers, while also increasing conversions, and lowering operating expenses. Experian helped the retailer:

- Capture additional $8M monthly revenue from otherwise declined transactions
- Enhance online auto-approval strategies by 10%
- Reduce operating expenses by simplifying back-end orchestration
- Minimize customer friction without increasing risk

Why Experian?

- **Platform/technology**: Deployment in the cloud including multiple availability zones
- **Data:** Fully compliant with Payment Card Industry Data Security Standards
- **Security:** Message-level encryption and digital signatures using elliptical curves
- **Future-proof:** 24/7 operation and automated deployments

To find out more about Experian Account Ownership Verification, contact your local Experian sales representative or call 1 888 414 1120.

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