

IAB Data Day 17.3.2022

Digital footprints: smart lead qualification

Case study: DriveK



Agenda

- 1. WHAT IS FIDO?**
- 2. ABOUT DRIVEK**
- 3. CASE STUDY: DRIVEK**



WHAT IS FIDO?

One platform, any digital footprint



Fido is a PaaS for digital footprints

A cloud platform to collect, enrich and process hundreds of digital signals in less than 1 second

Choose from a library of ready-to-use ML models

Feed your existing models or choose from a catalogue of pre-trained algorithms for key applications such as: credit scoring, fraud detection and identity verification

Millions of API calls processed every month

Fido is designed to serve high-volume applications with a robust API infrastructure ready to scale with your needs

Global coverage

Score phones, emails, devices, IP addresses and browser anywhere in the world. No matter where your customers come from!

WHAT IS FIDO?

Your digital footprint is the trail of 'electronic breadcrumbs' you leave behind when you use the internet

Fido is a cloud platform that analyzes the information content of digital footprints to fuel third-party applications

Fido provides new data points and a library of ML-based models for companies of all sizes

The image illustrates the Fido platform's capabilities. On the left, a smartphone displays a registration form for 'Miriam Rossi' with fields for full name, email address (miriam.rossi@gmail.com), phone number (+39 3352858371), and password. A 'Signup' button is at the bottom. On the right, the Fido dashboard shows a customer profile for Miriam Rossi, Sales Manager @ Stark Inc. The profile includes a credit score of 756 (GOOD) and various data points: Phone number (+39 3352858371), Email (miriam.rossi@gmail.com), Tax ID (RSSMRM95L07F205G), Device Intelligence (iPhone 13, High price value), and Web Profiles (Facebook, LinkedIn, Instagram, Microsoft, Spotify, Airbnb). The dashboard also shows original and current network information (TIM, Vodafone) and email address details (Created March 23, 2016, Type Free (gmail.com), Valid M True). Logos for Amazon (a), LinkedIn (in), Airbnb (airbnb), and Apple (Apple) are overlaid on the image.

WHAT IS FIDO?

Connect your apps with hundreds of digital footprints...



IP ADDRESS

- Geolocation
- Proxy & VPN detection
- Bot detection
- Internet Service Provider
- Connection type
- Connection speed
- Business/Consumer



DEVICE

- Device type
- Device model
- Device price
- Device age
- User agent
- Sim slots
- Operating System



EMAIL ADDRESS

- Email validity check
- Web profiles lookup
- Domain & SMTP validation
- Spam trap checker
- Disposable email detection
- MTA validator
- Syntax errors validation



PHONE NUMBER

- Number validity check
- Mobile network operator
- Portability
- Roaming detection
- Reachability
- MAID detection
- Business/Consumer



BROWSER

- Typewriting
- Browser version
- Web interactions
- Interests & Purchases
- Referrers
- Browser add-ons
- Time on page



View all digital footprints: <https://docs.fido.id/docs/graph>

WHAT IS FIDO?

...powered by a library of ready-to-use ML models

Third-party apps

Consumer facing applications powered with digital footprints



Fido ML Models

A library of ready-to-use algorithms for key applications



+

Digital Footprints APIs

Capture and process hundreds of digital footprints in a few seconds



Fido Lead Score

Verify, enrich, and activate leads in real time



Fido Credit Score

Increase acceptance rate on credit invisibles



Fido Fraud Score

Instantly flag high risk transactions



Fido AML Score

Comply with customer onboarding regulations



Fido Identity Score

Make sure people are who they say they are



WHAT IS FIDO?

A one-stop-shop for digital footprints & ML models

Fido ML Models

A Library of ready-to-use ML models for most popular applications

The central interface displays a user profile for Miriam Rossi with a score of 845. Below the profile, there are several API sections:

- Email Address API:** Shows details for the email address miriam.rossi@gmail.com, including Type (Free), Sub Status (valid), Role (False), Did You Mean, Roaming, Ported (True), Original Network (Vodafone), and Current Network (Iliad Italia S.p.A.).
- IP Address API:** Shows details for IP Address 79.31.140.243, ISP (Telecom Italia S.P.A.), Zip Code (20131), Connection Type (Fixed Line/Mobile), Connection Speed (Broadband/Cable/Fiber/Mobile), and Timezone (Europe/Rome).
- Device & Browser:** Shows details for Model (Nord 2), Brand (OnePlus), OS (Windows 10), Price Value (Mid-range), and Device Type (Mobile).
- Web Profiles:** Shows a list of web profiles including Instagram, LinkedIn, Amazon, Airbnb, Whatsapp, Google, Apple, Yahoo, Twitter, and Facebook.

Email Address API

- Validity, age, type, status...
- Email breaches & threats
- Insights

Phone Number API

- Validity, connectivity, MNO...
- Messaging apps
- Insights

IP Address API

- Geo, speed, ISP, type...
- Proxy & bot detection
- Insights

Device API

- Type, vendor, model, age...
- Retail price
- Browser information

Browser API

- Fingerprinting
- Digital Identities
- Browser add-ons



WHAT IS FIDO?

Unlock digital footprints in 3 steps with no impact on UX

1

Install

A lightweight code that can be deployed in minutes

2

Activate

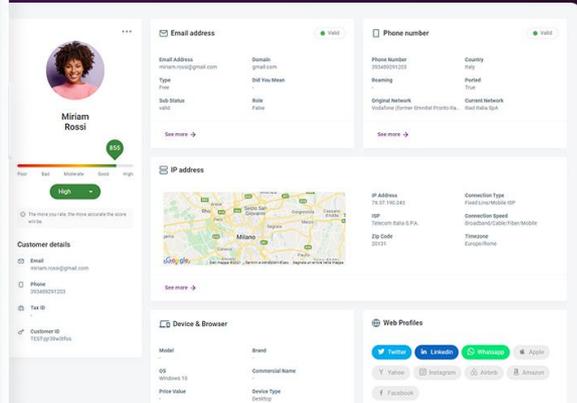
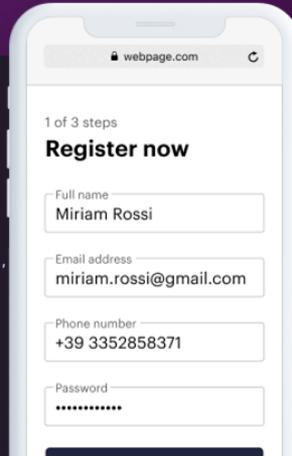
Place the code in your app or make an API call

3

Score

Fuel your app with digital footprints & ML models

```
1 <script>
2 (function(f,i,d,o,c,od,e){f['FidoObject']=
3 c;f[c]=f[c]||function(){(f[c].q=f[c].q||
4 []).push(arguments)},f[c].l=1*new
5 Date();od=i.createElement(d),
6 e=i.getElementsByTagName(d)
7 [0];od.async=1;od.src=o;e.parentNode.insertBefore(od,
8 e)})(window,document,'script','https://code.fido.id/
9 fd.js','fido');fido('create','FIDO-629e3c7b-
10 ca8b-444d-8c19-2cfd44292533');
11 </script>
12
13
```



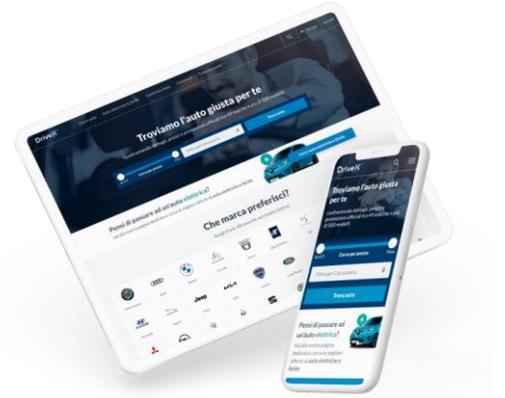
OUR PARTNER

About DriveK

DriveK is the B2C virtual marketplace that helps customers compare, configure and select their car online serving as one of the most innovative lead generation platforms for auto dealers.

The site comes with a wide array of filters to help potential buyers narrow down their search in a matter of a few clicks and ask for a quote, at no cost whatsoever. This straightforward, free process makes the platform exceptionally popular, and customers are eager to rely on DriveK when looking for their next car.

DriveK



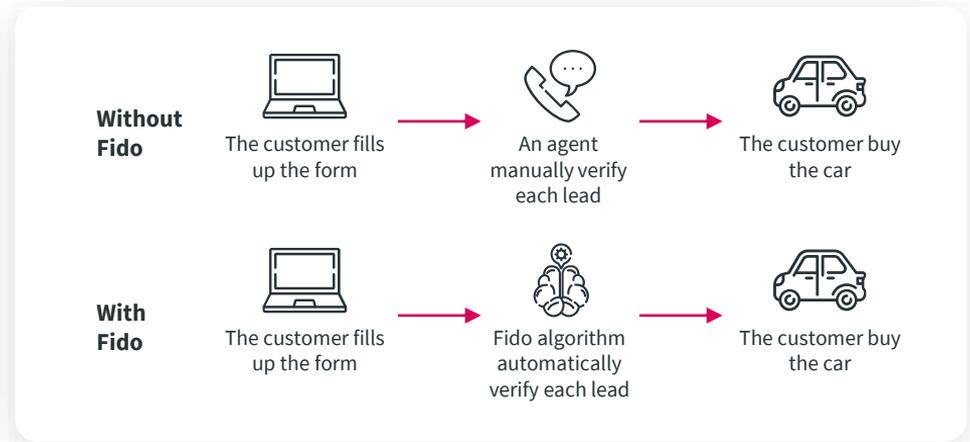
The Challenge

Identify legitimate requests, accurately and quickly.

To provide this amazing service to customers, DriveK has a highly effective business model that lets them profit from passing on qualified leads to agents in official dealerships.

This win-win relationship only works if:

1. DriveK sends over genuine customer quotes and requests.
2. The dealers obtains a verified lead they can convert.



The Solution

A trusted scoring model to verify leads

As a business that appreciates simplicity, DriveK recognized the potential of Fido's unique lead scoring model for resolving their own issue. Fido has the capacity to operate in the background, without affecting the user experience on the platform itself. That allows Fido to process the basic digital signals and information – such as the email address and phone number – without changing the request process in the slightest.



Here's how it works:



Fido's API integrates seamlessly into the DriveK platform for their Italian, German, French, and Spanish markets, allowing them to retain the same convenient request form and overall experience. No need for added steps or fill-out forms to annoy or disrupt the customer journey.



With easy access to each customer's provided contact information and digital footprint, **Fido uses its bespoke lead scoring model to verify the validity of that data** – to ascertain if the email and the phone are correct and if they belong to the person filing the request.



The DriveK platform can now send over only verified leads to automotive players, enabling the agents to focus 100% of their time and skills on serving customers who are genuinely looking to purchase a car.

The relationship and its evolution

In few weeks, DriveK decided to use Fido's solutions, dismissed other qualification methodologies and increased the number of countries interested to our global platform

DriveK tested Fido's solution against the one of a competitor.

Fido made itself safer and more effective and **DriveK decided to start using Fido's solutions.**

Firstly, **DriveK decided to adopt Fido Phone and Fido Mail**; after some months, it decided to insert also Fido Name solution.

We started with a js integration, thanks to our snippet solution. After some months, we **switched to an API integration.**

We extended our service to other countries, not only to Italy. We started working in France, Germany, Spain.



DriveK decided to give lead qualification totally to Fido, discarding other qualification methodologies previously used in order to have more control.

CASE STUDY: DRIVEK

The Impact

Smarter resource management, cost reductions, consistent ux

Considering how important the decision to invest in a car can be for an individual, DriveK knows the significance of ensuring safe and timely interactions for all parties involved. Fido is an essential piece of that puzzle and it has been empowering the DriveK platform's growth from day one of their collaboration.



DriveK now has stronger technology thanks to their ability to send over only high-quality leads that are most likely to convert, based on historical data enriched by the Fido platform.

DriveK continues to rely on Fido's lead scoring model to qualify leads in Italy, Germany, France, and Spain. So far, the collaboration has delivered the following results, with much more to come:

~0%

Invalid leads



Both DriveK and car manufacturers have better turnaround times for every processed request, which translates to happier customers that know they are taken care of.

+15%

Approval rates

Using Fido has been a game-changer for us. Now that we see actual day to day implications of a custom lead scoring model on our everyday efficiency and performance, we could hardly imagine going back to doing business the way we did before Fido.

Francesco Sala

Head of DriveK, MotorK

Thank you!

Let's talk about digital footprints

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