

TrustDefender™ ID Making Online Dating Safe From Scammers For Chellaul

Chellaul is the company behind two of the leading niche online dating services. With hundreds of thousands of members, Chellaul's sites serve a growing proportion of men and women looking for more focused experiences with those who share particular interests and desires. Chellaul dating sites are thriving communities of people who come together from all parts of the world in order to date and have fun.

Background

Online dating sites attract scammers creating and using fake "flirty" profiles, hiding their true identity to persuade unsuspecting members to send money on false promises. While Chellaul continues to experience rapid growth in new membership, growth brings more risk of attracting off-shore scammers preying on their customers. Building member confidence and trust is key to Chellaul's success, so reducing fraud is critical.

Chellaul's fraud team knew scammers were setting up fake accounts and waiting to use them, but they lacked reliable means to catch them and keep them out of their dating networks. Chellaul uses a home-grown application that helped them spot some fraud, but felt that they were "wasting their time" because even if they caught suspicious activity and flagged it the fraudster could return and use a new fake identity to try again.

Members who experienced suspicious behavior might report the scammer to Chellaul, but customer trust was undermined and it left the many unreported suspicious members free to scam again. Chellaul wanted a systematic and reliable way to identify fraudsters and make sure that once identified they couldn't return to their dating sites.

Solution

Chellaul turned to TrustDefender™ ID from ThreatMetrix™ to detect and flag suspicious computers connecting to their online dating sites. This enables Chellaul to recognize suspicious computers the instant they attempt to login. TrustDefender ID gives Chellaul information in real time they did not have before that helps them promote and maintain trust among their dating service customers.

Chellaul calls TrustDefender ID data from their custom in-house membership application to determine what action to take based on a real-time risk assessment of the customer's computer. A key element of Chellaul's risk assessment is determining whether a member is using a hidden proxy, and "piercing" the proxy to determine the computer's true IP address and true geolocation. This helps Chellaul identify when a member is connecting to their dating site from a computer in a geographical location that is different than the location they claim to be in—a strong indicator that the person has intent other than finding love.

**Chellaul
Corporation**

"ThreatMetrix moved fraud detection from random guesswork to systematic re-identification."

Rob Thompson
President and CEO
Chellaul Corp.

Preventing Fraud for Online Merchant Partners

Results

ThreatMetrix provides Chellaul actionable risk data in real time that enables them to control access to their dating sites and help keep their customers safe from dating site predators.

In the first three weeks of operation, TrustDefender ID identified over 1,500 suspicious computers logging in to Chellaul's dating sites that were operating offshore using hidden proxies to appear as though they were in the United States. Chellaul discovered scammers sharing their accounts to login on multiple computers—indicating that “rings” of fraudsters were acting together. Once scammers computers are tagged and flagged by Chellaul they cannot return to pursue defrauding Chellaul's customers. ThreatMetrix moved Chellaul's fraud prevention from random guesswork to systematic identification of scammers, enabling Chellaul to grow their business more effectively.

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