

# Quick Benefits of Digital Identity Verification

Businesses must accelerate their efforts to adapt tech-forward solutions to combat fraud on a daily scale, and onboard customers more efficiently as traditional ID checking methods aren't cutting it anymore.

If organisations are looking to adapt, grow and scale in today's digital world, they must gain the ability to establish and verify identities online. Now a core fundamental to maintaining customer and employee trust, there must be security in transactions to safeguard against the continuing rise in fraudulent activity, one of the biggest issues various sectors face today.

As a response, the use of digital identity practices has been widely utilised to put businesses at the forefront of new technologies, new user behaviors and being able to onboard customers in a matter of seconds.

Let's look at some of the key benefits around digital identity verification practices.

[Learn More](#)



## Convenience



Users can verify themselves in the comfort of their own home, with their own smart phone.

## Fake IDs & Tampering



Able to verify over 6,000 global ID types and uses trusted worldwide data sources to ensure a person is who they say they are.

## Customer Experience



A better customer experience as a result of increased automation, faster turnaround times and fewer touchpoints.

## Scalability



Digital identity verification offers flexibility to scale up or down with a business based on the number of checks they perform.

## Easy Integration



Businesses can be up and running in minutes with easy integration into existing systems and workflows.

## Time



Can be performed in a matter of seconds and is as easy as a 1-2-3 step process.

## Accuracy



Higher levels of accuracy and better compliance as manual keying and general errors are reduced.

## Cost



Verify IDs digitally 24-hours a day at a rate that far exceeds a physical team and at a cost rate that is far below manual checks.

## Maintenance & Availability



Rarely any downtime when it comes to cloud servers and is always updated with the latest technology to stay one step ahead.

## Confidence



Maintain future KYC/AML compliance measures while ensuring standout customer experiences and fraud protection.



# Types of Verification Melissa Provides

Melissa offers a comprehensive suite of advanced verification services designed to enhance security, streamline processes, and ensure compliance across various industries. These services include:



## Address Verification

Standardises and verifies physical addresses using postal data from 240+ countries and territories to quickly and easily compare against bank statements, utility bills, credit card bills and other documents to establish proof of address.



## Biometric Verification

60+ facial features are used to compare a user's selfie with their ID photo and verify liveness, detecting changes in features.



## Document Verification

Key information is extracted from the government ID/document submitted, using OCR for accurate data extraction from damaged documents.



## SSN Name Match

Verifies SSN (Social Security Number) existence and matches provided names, checks syntax, confirms existence, and flags issues like deceased status.



## PEP, Watchlist and Sanctions Screening

Screens against PEP, global watchlists, and sanctions for regulatory compliance, minimising false positives and speeding up customer onboarding with real-time checks.



## Negative News and Adverse Media Screening

Scans international media for negative news related to individuals or businesses, providing detailed coverage with article titles, links, and dates.



## Age Verification

Verifies global age instantly with name and address, preventing minors from accessing restricted content, seamlessly integrating into e-commerce and CRM platforms.

# Melissa – The Address Experts

As the leader in address verification, Melissa combines decades of experience with unmatched technology and global support to offer solutions that quickly and accurately verify addresses in real-time, at the point of entry, or in batch.

Melissa is a single-source vendor for address management, data hygiene and identity verification solutions, empowering businesses all over the world to effectively manage their data quality.

## About Melissa



1. 40 Years of Address Innovation



2. Multisourced Reference Data



3. Advanced Address Corrections



4. Unique Melissa Address Key (MAK) Technology



5. Compliance Certifications



**240+**

Countries & Territories



**1,000,555,787+**

Addresses Verified



**40**

Years



**10,000+**

Customers Worldwide

UK  
+44 (0)20 7718 0070

INDIA  
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