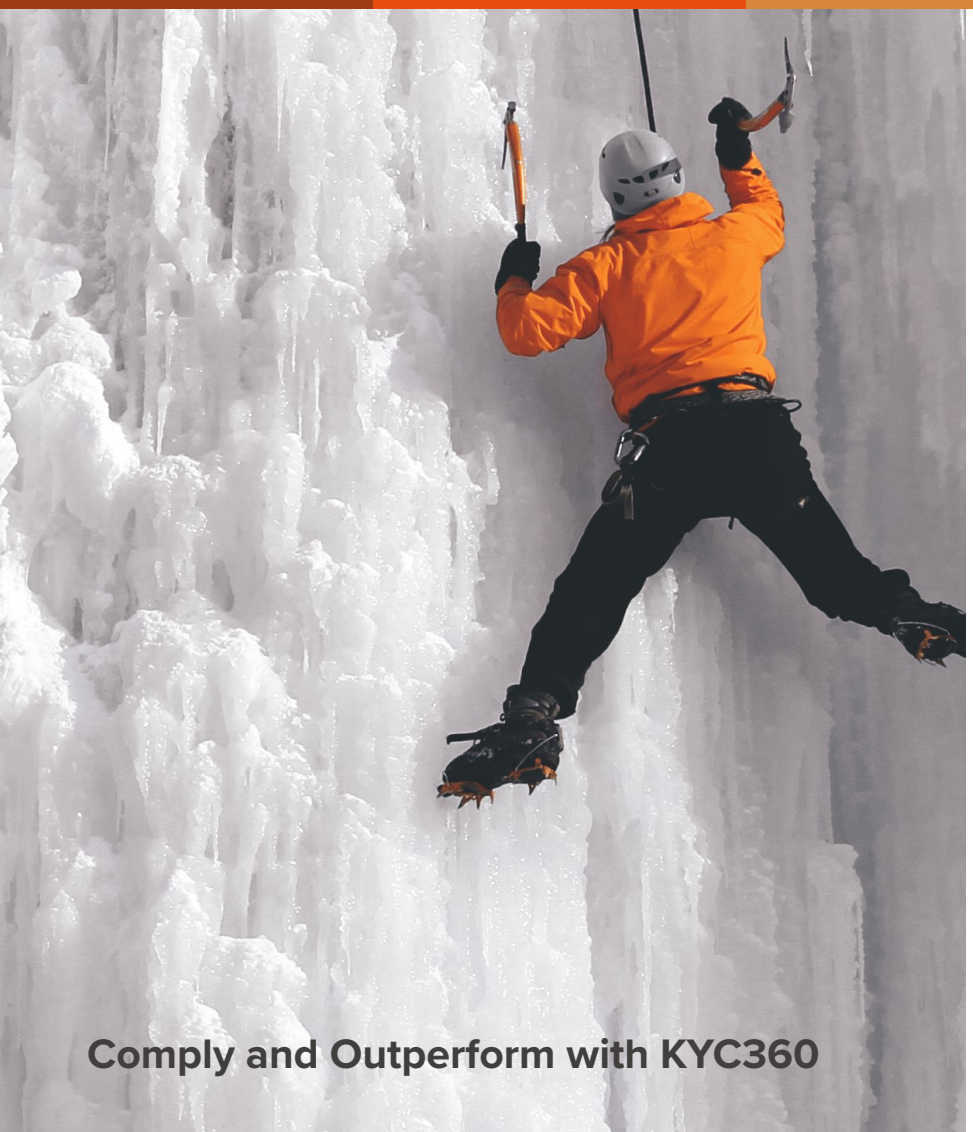
KYC360

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LSEG RISK INTELLIGENCE

How We Enabled a Gambling Operator to Validate Player Addresses Efficiently

Case study



Comply and Outperform with KYC360

/ The Challenge

A leading software provider of online gaming platforms was supplying an operator in the Netherlands and faced difficulties in validating player addresses. The inability to quickly and accurately validate addresses resulted in delays and potential loss of new players, which were costly given the high player acquisition costs in the gambling industry.

/ The Solution: Onboarding

The gambling provider turned to KYC360 to improve its address validation rates and to speed up the onboarding process for new players. KYC360 provided an identity verification (eIDV) solution from LSEG Risk Intelligence leveraging a data-based identity verification approach using independent and authoritative in-country data sources and a waterfall validation process to ensure quick and reliable address verification.

Analysis and Planning

- Conducted a thorough assessment of operator's existing address validation process and identified areas for improvement.
- Evaluated the available data sources to enhance coverage and accuracy.

Multi-Source Validation

- Integrated 10 different data sources for the Netherlands market to increase the chances of successful address validation.
- Implemented a waterfall approach, checking each source sequentially until a match was found.

Automated Process

- Developed an automated system that processed address validations instantly, minimising the need for manual intervention and reducing waiting times.

Cost Management

- Designed the validation process to optimise costs by limiting the number of sources queried per validation attempt, typically achieving a match within the first two sources.
- Leveraging the comprehensive sources from LSEG Risk Intelligence reduced friction and increased matching during onboarding and drove increased net-new users and CLTV (customer life-time value).

/ The Results

- **Increased Validation Rates:** Successfully validated 77% of previously unvalidated addresses, with an additional 19% partially validated, leaving only 4% unmatched.
- **Instant Validation:** Enabled instant address validation, significantly reducing the time from player registration to account activation.
- **Cost Efficiency:** Managed validation costs effectively by utilising a tiered approach, ensuring most validations were completed with minimal resource usage.
- **Enhanced Player Experience:** Improved onboarding speed and reduced friction, enhancing the overall player experience and retention rates.

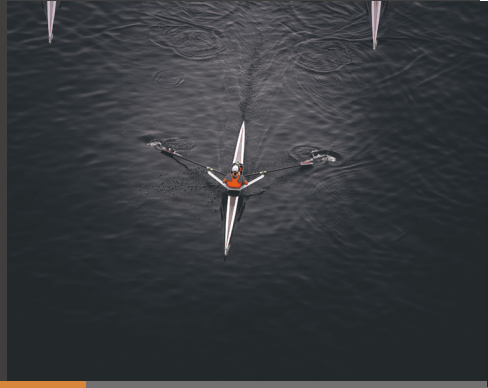
KYC360's robust address validation solution allowed the gambling provider to overcome significant onboarding challenges in the Netherlands. By integrating multiple data sources and automating the validation process, KYC360 not only improved validation rates but also enhanced the player experience, which is a significant competitive advantage in the online gambling market. There is also the option to add screening and risk rating into the process with the KYC360 CLM platform and our high-quality data sources cover global markets.



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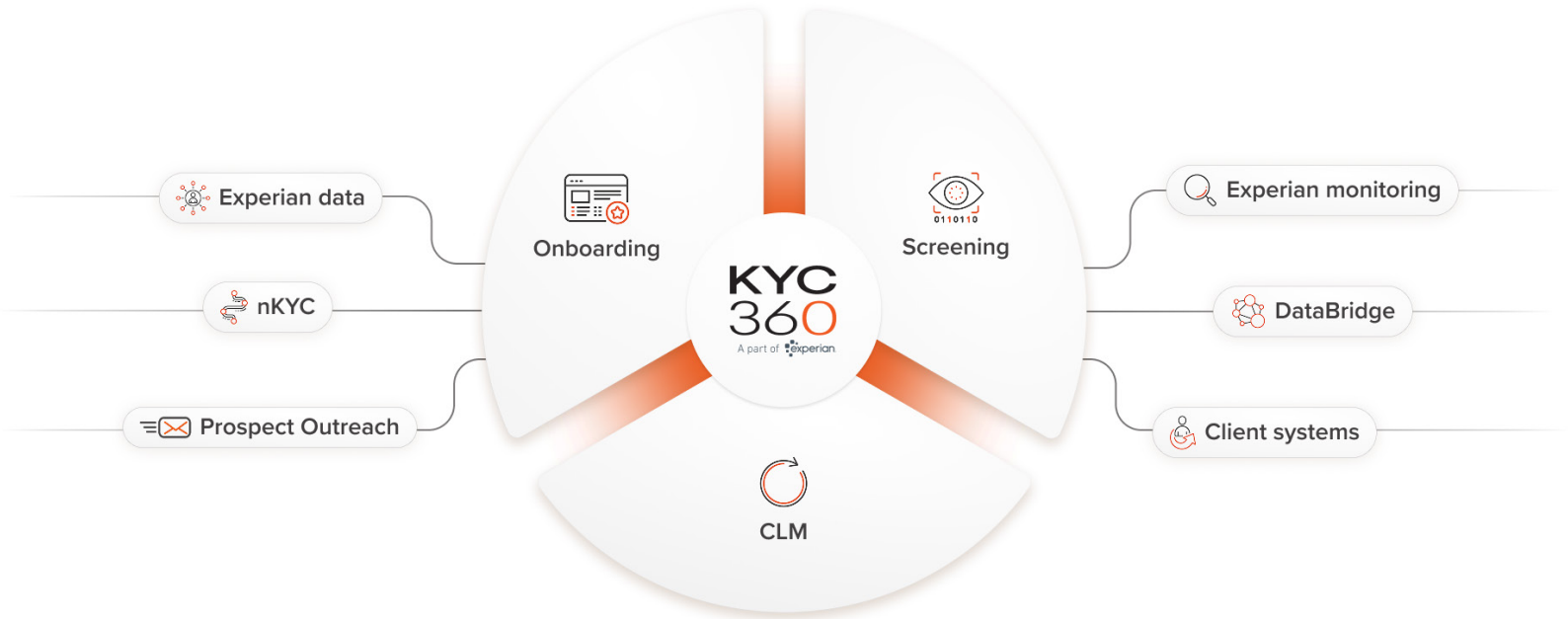
Streamline Compliance, Elevate Customer Experience



KYC360 offers award-winning automated KYC software that turns compliance into a competitive advantage. We provide fully configurable, scalable, auditable and risk-based onboarding, screening and pKYC solutions. Our partnership ecosystem includes top-tier organisations, such as, in the context of this case study, LSEG Risk Intelligence.

With LSEG Identity Verification (previously Global Data Consortium) you can verify the identities of individuals and businesses quickly, efficiently and with high levels of assurance. Our solutions draw on 400+ authoritative, in-country data sources across 50+ countries.

Learn more at kyc360.com | lseg.com



LSEG RISK INTELLIGENCE / DOW JONES | / Chartis RiskTech Quadrant® Category Leader KYC Solutions, 2025 / Chartis Financial Crime and Compliance 50 2025 KYC360 Winner / Chartis RiskTech100 2026

/ Full cycle Onboarding, Screening and CLM at the speed of business