MEETME SECURES ITS USERS AND REDUCES FRAUD THREAT

CASE STUDY

"With TeleSign, it's all about risk mitigation—we depend on it for monitoring, alerting and responding."

David Brown
Vice President of Operations

Industry
Online Dating

Product
Verification

ABOUT MEETME

Within a year after Quepasa acquired myYearbook, it re-launched as MeetMe, giving the two companies a unified brand to offer a new social mobile platform designed for people to meet outside of the traditional realms of existing social networks. Most social networks focus on connecting with people you already know, but the MeetMe platform was designed to meet new people and engage in interesting conversations.

THE CHALLENGE

However, users needed to be confident that the new virtual connections were actually with real people. Many social mobile apps are challenged with fraudulent account setup. MeetMe wanted to take a proactive approach to secure its community by identifying ways it could make it easy for legitimate users to access their accounts but require additional verification steps when suspicious activity occurred.

MeetMe wanted to reduce the incidents of fraudulent behavior to provide a better overall experience for its community and protect its brand identity.

TeleSign Delivered

Reduced fraudulent account registration

Event-based verification

Monitoring for suspicious users

THE SOLUTION

MeetMe chose TeleSign's Mobile Identity solutions to help secure user accounts and reduce bulk account creation incidents. As a way to verify anonymous users, MeetMe requires certain suspicious new registrations to include a valid phone number for SMS or voice verification.

Although account security was a top priority, MeetMe wanted to make registration and account verification as easy as possible. Previously, MeetMe relied largely on CAPTCHA verification for suspicious behavior, but found many users abandoned the registration process because the distorted words were illegible.

MeetMe turned to TeleSign's SMS & Voice verification capabilities, which verify a user's telephone number in seconds.

When the user enters a telephone number on MeetMe, TeleSign sends an automated SMS or voice call to the user with a one-time PIN. The user then enters this one-time code and is immediately verified. This procedure binds a unique Mobile Identity to the account. This new, secure and seamless process helps MeetMe block fraud while minimizing friction for its users.