



# Digital Identity Manager™

Drive enrollments by providing consumers control and peace of mind

Give consumers control over exposed personal information with Digital Identity Manager. Drive new user acquisition with a free people finder site scan, then convert users to a paid product for removals and continuous monitoring.

## The threat of people finder sites

Exposed personal information makes it easy for thieves to get a complete view of a consumer's identity and collect what they need to commit fraud. These sites piece together exposed information so thieves can run sophisticated, targeted scams to trick consumers into sharing more information to steal or gain access to sensitive accounts.

## Drive acquisitions

Users can reclaim personal information posted on sites frequented by scammers and identity thieves, giving them the control they seek and driving enrollments.

**40%**  
of consumers will engage with a free scan when given the opportunity<sup>1</sup>

## Boost conversions

Entice new users with a free discovery scan that shows them which people finder sites contain their exposed information, then convert them to a paid membership to receive automatic and guided removals with continuous monitoring.

**8%**  
the average conversion from free scan to paid product<sup>1</sup>

## Increase retention

Help give users peace-of-mind with “always-on” functionality that continuously monitors and helps removes their information from people finder sites as new information is exposed.

**<1%**  
churn with fewer than 100 service calls for covered user base<sup>1</sup>

<sup>1</sup> Experian Data, Average user experience with Digital Identity Manager, May 2023

# Take advantage of comprehensive removal

## Discovery scan

An initial scan informs a consumer of their exposed personal information and associated risk, then prompts them to upgrade for automatic and guided removals.

## Continuous monitoring

After an initial scan, consumers receive continuous updates and automatic and guided removals of newly exposed information to maintain a low risk of personal data exposure.

## Broad coverage

Automatic and assisted removal of a consumer's personal information from 80+ high-traffic people finder sites to help protect it from spammers and identity thieves.

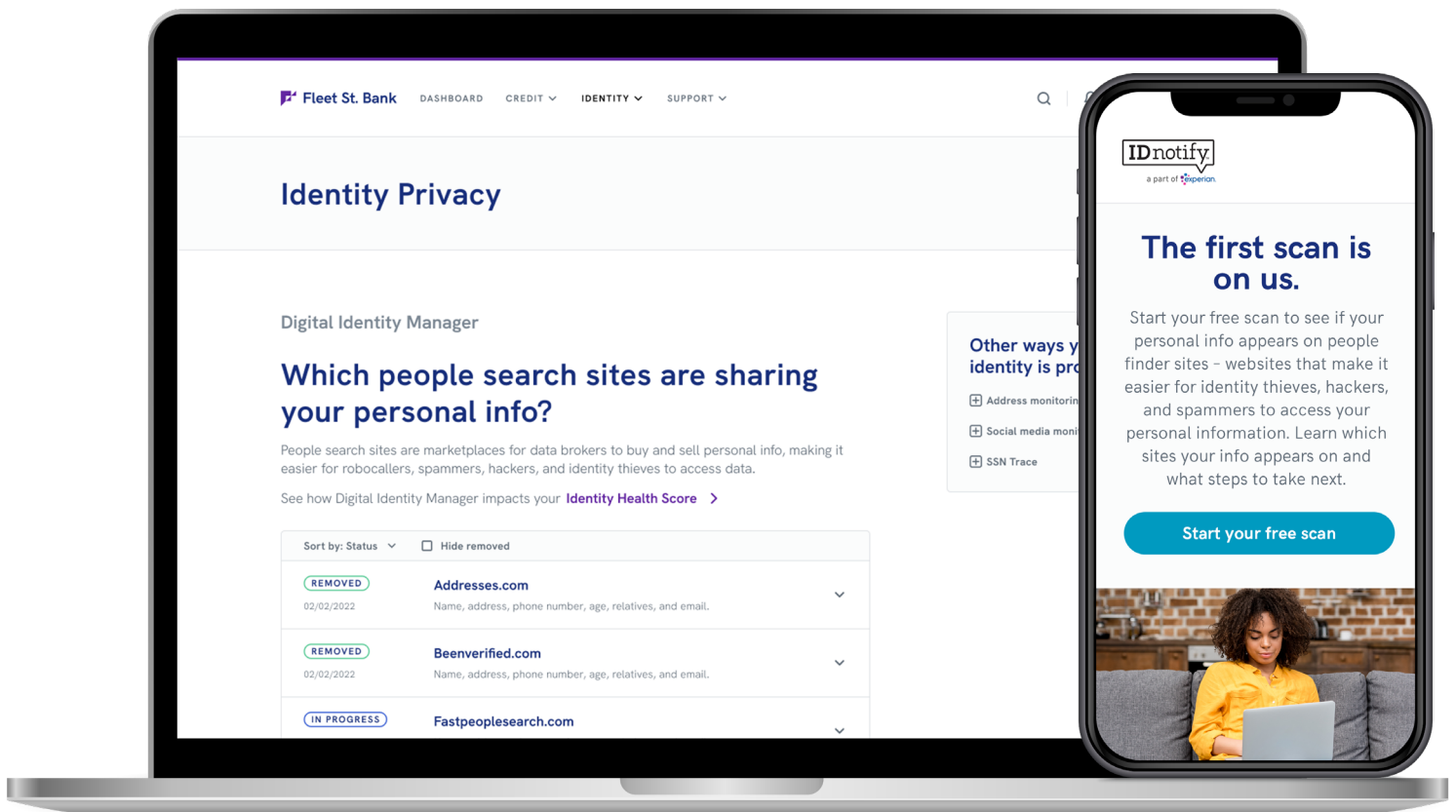
## Effortless experience

Users need to do less to remove their data, whereas other competing products require supporting documentation to require removals.

**60%** average alert open rate<sup>1</sup>

**99%** removal success rate<sup>1</sup>

**12%** average post-alert login rate<sup>1</sup>



<sup>1</sup> Experian Data, Average user experience with Digital Identity Manager, May 2023