Case study

iDenfy | iPROYAL

70% **reduction in time** to verify new users with iDenfy's AI-powered ID verification
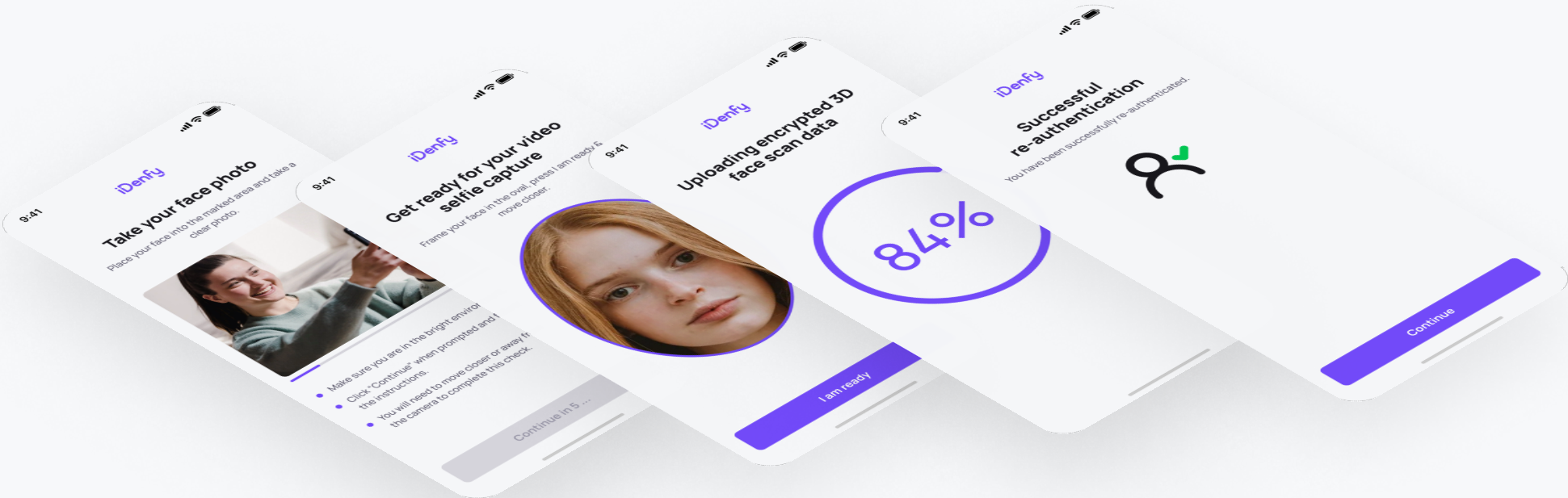
About iPROYAL

IPRoyal is a global proxy service provider that offers businesses and individuals access to a residential proxy network.

IPRoyal provides sustainable, custom-tailored solutions, giving its customers a first-rate experience through cost-effective, reliable, and easy-to-use proxy services.

IPRoyal's proxies are multi-functional. The main goal is to ensure that users aren't blocked or detected when browsing online.

Many businesses choose the company's services for web scraping purposes, while users select proxies to keep their identity, location, and other personal data safe online.

Challenge

IPRoyal needs to verify at least 500 new entrants daily who are signing up for the proxy services.

Despite the growing customer base, IPRoyal aimed to increase conversions while maintaining a frictionless customer onboarding journey.

The increasing verification flow created new challenges for IPRoyal to manage all verifications without any help from third-party KYC providers.

IPRoyal claimed that maintaining such a complex system required a lot of work and effort, not to mention accuracy and speed.

The company then started to search for ways to enhance its security system by implementing an AI-based identity verification solution.

> **❝**
>
> To maintain the safety of our network and avoid any possible harm to our infrastructure, **we must ensure that every new user is identified before accessing our network.**
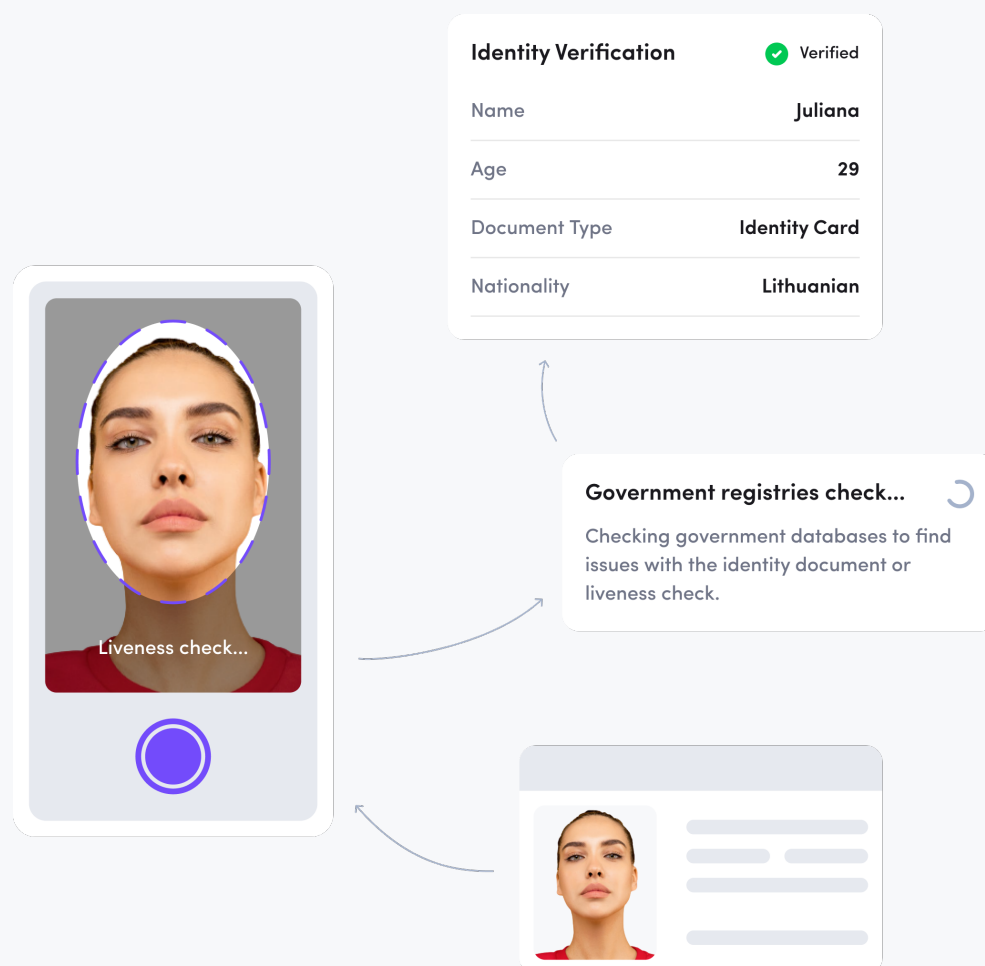>
> Karolis Toleikis, CEO of IPRoyal.

Solution

It was important for IPRoyal to work with a trusted ID verification provider to guarantee long-term collaboration.

Beyond the KYC requirements and the aim to stop fraud, IPRoyal had three factors in mind that would meet their team's and customers' expectations: efficient verification flow, powerful UX, and easy integration.

The proxy service provider chose iDenfy's four-step verification to speed up the sign-up procedure for every proxy user who expected to receive a pain-free registration.

iDenfy offers a full-stack ID verification to enhance security without compromising on user experience.

Identity Verification   ✅ Verified

Name	**Juliana**
Age	**29**
Document Type	**Identity Card**
Nationality	**Lithuanian**

Liveness check...

Government registries check...

Checking government databases to find issues with the identity document or liveness check.

Results

✓ With iDenfy, IPRoyal successfully onboards more than 1 000 applicants a month.

✓ After integrating the end-to-end ID verification solution, IPRoyal concentrates on other business operations.

✓ IPRoyal is no longer required to conduct internal KYC training and hire new specialists.

✓ iDenfy's AI-powered solution increased the number of onboarded customers for IPRoyal.

✓ With iDenfy, IPRoyal achieved a 70% reduction in time to verify new users.

> **iDenfy helped us save valuable resources**, and, more importantly, we know our identity verification process works as intended, offering a seamless experience for our clients and us.
>
> Karolis Toleikis, CEO of IPRoyal.