

# Case study

iDenfy



## Reduction in KYB onboarding time

using custom features, such as built-in UBO verification.



## Of individual clients

verified in under 3 minutes, supporting scaling goals.

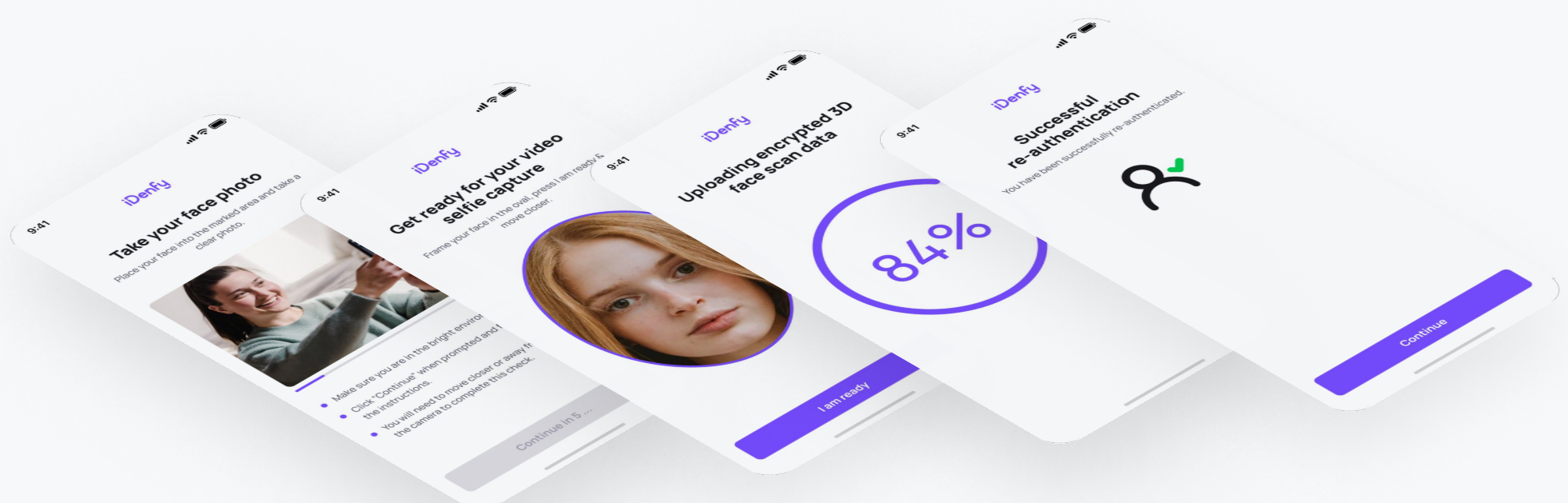
## About coinzilla

Coinzilla is a bridge between advertisers in the cryptocurrency space and website owners looking to monetize their content.

The company manages a vast network of relevant websites, allowing advertisers to reach a wide audience of potential investors and users interested in crypto.

By placing ads across Coinzilla's network, advertisers gain significant exposure and generate brand awareness for their ventures.

This integration creates a new revenue stream, allowing publishers to effectively monetize their content by capitalizing on the interest in cryptocurrency within their audience.



# Challenge

Coinzilla's KYC onboarding process wasn't fully automated.

KYB compliance required verifying the identities of shareholders and UBOs, but this process involved collecting and verifying an excessive amount of information.

Without automation in place, this approach was not compatible with the company's plans for scaling.

Coinzilla claimed these challenges haven't significantly impacted their business but have hindered the platform's optimal performance.

The limited customization options and the need for a more refined approach to KYC/KYB compliance processes became vital.

For example, sole proprietors and smaller businesses needed a simple onboarding process with fewer checks, as opposed to larger enterprises.

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**We didn't want any delays in our onboarding processes. We needed a solution that could help us prevent unwanted frustration and any negative impacts on our customer acquisition efforts.**

Stefan Luta, the CEO of Coinzilla

# Solution

For Coinzilla, building an in-house verification system would have required significant resources, putting away their focus on building a bigger advertisement network.

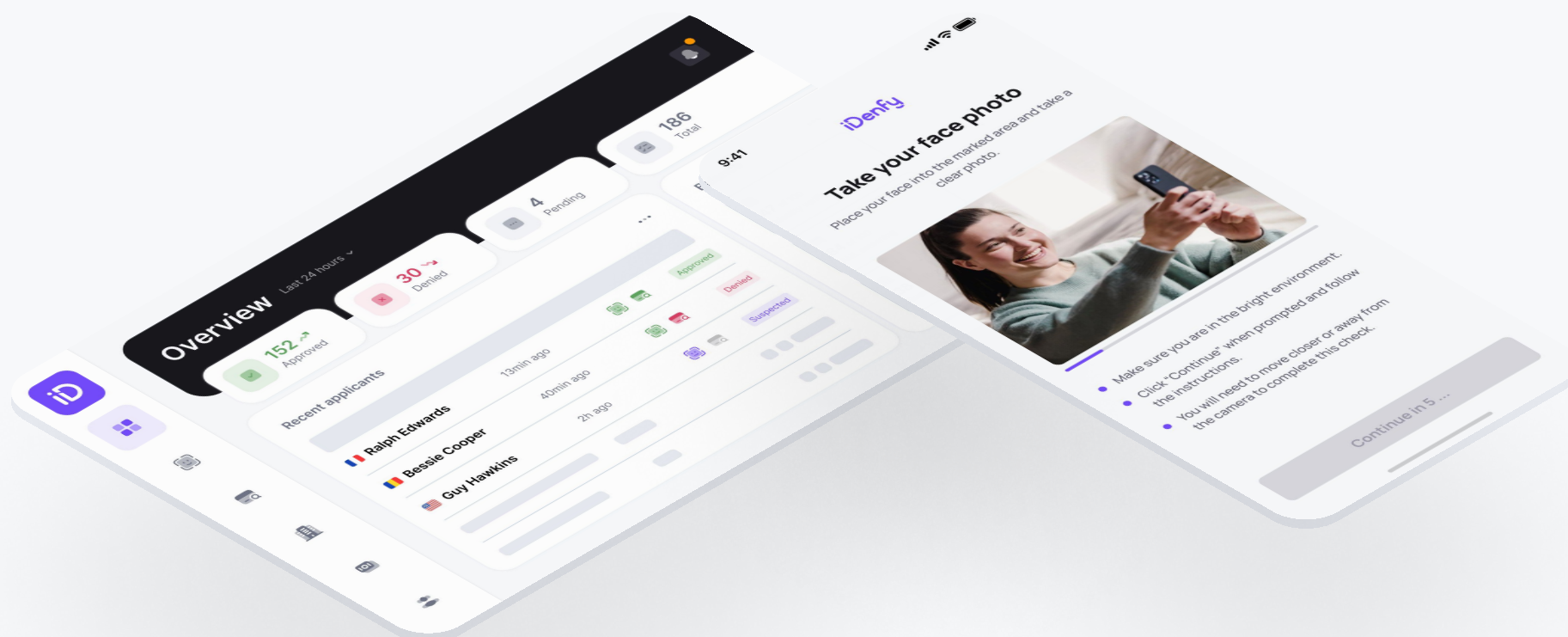
The platform required a comprehensive KYB solution that had different features, such as KYC verification for UBOs and AI-powered document verification for converting more global users.

**Currently, Coinzilla is using several solutions from iDenfy, including:**

- **Customized KYB verification** (gathering information using templates or personalized document requests).
- **Streamlined KYC verification** (onboarding individual clients, including UBOs).

## Why iDenfy?

- KYC/KYB automation capabilities for minimizing operational delays.
- Easier data collection and document verification through questionnaire forms.
- Ready-made templates for personalized document requests from UBOs.
- Streamlined KYC process, which includes a government-issued document check and biometric selfie check.
- Reduced manual workload and backlog and a fully automated KYC/KYB compliance workflow.



# Results

Instead of manually onboarding individual clients and other companies, Coinzilla switched to a fully automated KYB and KYC flow.

This transition eased the process for end users while simplifying the compliance team's work of managing risk signals and collecting data.

## Additionally, Coinzilla is now able to:

- **Collect the necessary documentation** (for sole proprietorships or company representatives, including directors and related individuals).
- **Store KYC/KYB data securely** (review the history log, add notes to the internal dashboard, and maintain a proper overview of their clients).

## What about other benefits?

- ✓ Maximized completion rates and improved standard KYC checks.
- ✓ Cut the time spent on manual business verification reviews, lowering the associated costs.
- ✓ Customized unique questionnaires, helping streamline both document collection and verification processes.
- ✓ Boosted efficiency and minimized backlogs — both crucial factors for Coinzilla's goal of attracting more advertisers.

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**A built-in identity verification process specifically targeting shareholders and UBOs was incredibly important for us in a KYB solution. With iDenfy, we can avoid spending hours on analyzing opaque structures.**

Stefan Luta, the CEO of Coinzilla