Case study

iDenfy | **flirtback**

30 seconds on average to onboard new users
enabling simple scalability without delays, even during volume spikes

3x more content creators converted
reducing drop-offs using AI-powered ID verification and Age Verification tools

About flirtback

Flirtback operates in the adult entertainment industry and is best known as an adult-only content platform that allows individual content creators to connect with a global audience.

The platform provides services like live video chats, adult content subscriptions, and similar channels, empowering creators by giving them a safe space to share content.

Its key mission is to empower creators by giving them a safe space to share content and grow their fan base while assuring that the users interact with real, verified creators.

Given the nature of the industry, Flirtback prioritizes transparency, trust, and security while ensuring that all creators are real human beings.

Challenge

As a global platform, Flirtback needed to support different ID documents, which resulted in variations of different languages, rare formats, and additional time and costs.

The previous manual approach to KYC was time-intensive, prone to human error, and increased the risk of fake profiles, which was an unwanted threat to the platform's integrity.
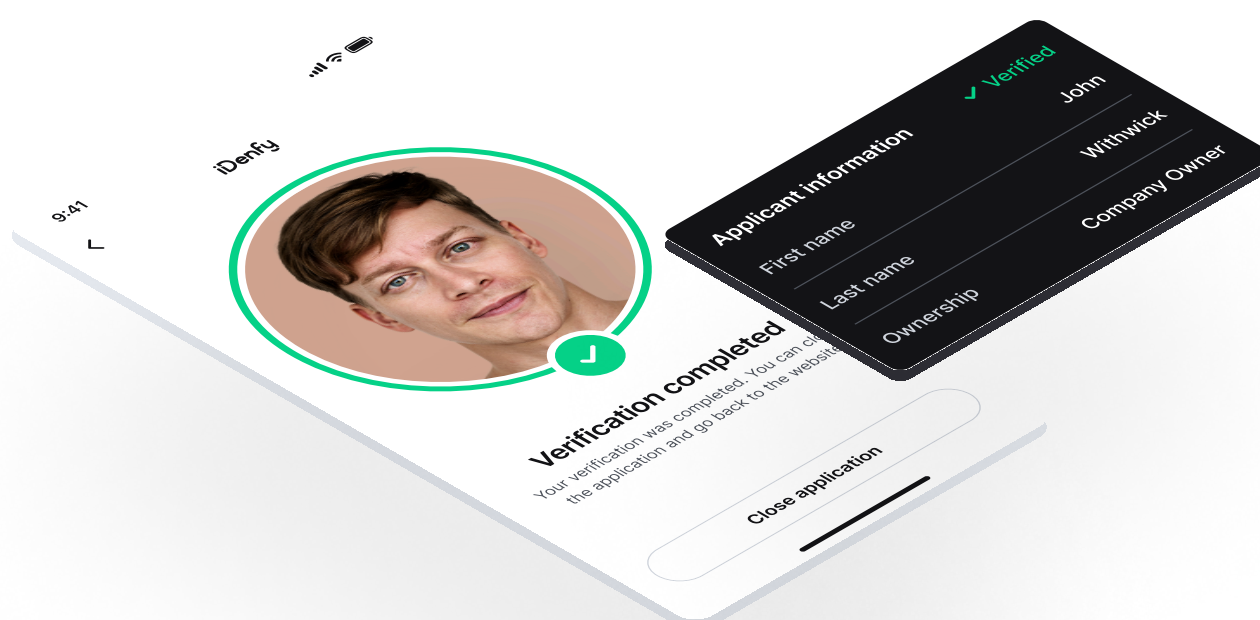
Without a more advanced solution, Flirtback's team struggled to onboard creators swiftly while maintaining the necessary standards.
This gap resulted in onboarding delays and unnecessary frustration for new creators waiting in line to join the platform.

To support growth and different market requirements, including country-specific regulations, platform Flirtback needed a custom-tailored approach to user onboarding.

Flirtback knew the option to solve these challenges and spend less time on content creator verification was to use KYC automation and:

> Accurately verify users' ages.

> Ensure minors can't access age-restricted content.

> Find a way to make the onboarding as smooth as possible to retain users and avoid losing them to competitors.

Solutions

Flirtback's KYC process increased the risk of identity mismatches, as some individuals attempted to use fake or altered IDs.

Given the nature of this industry, some creators attempted to bypass ID verification by using forged documents.

The company needed a solution that combined easy access for new users with strict safety and verification standards.
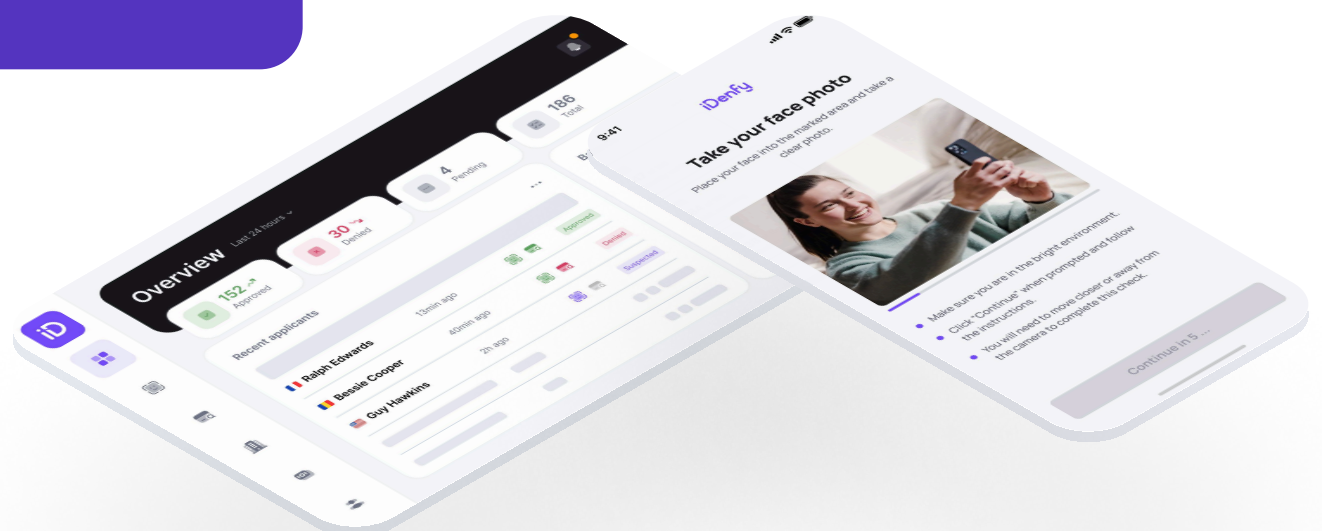
Flirtback chose iDenfy's AI-powered identity verification solution, which uses both government-issued ID document checks and biometric verification powered with liveness technology.

This dual-layered system:

› Effectively detects forgeries across various document types.

› Quickly identifies any attempts to use masks or other fraudulent methods during the selfie verification step.

Why iDenfy?

› Offers both age verification and KYC software in one dashboard.

› Is a global solution that helps Flirtback scale and onboard more content creators.

› Uses AI and enables the team to save costs while ensuring better accuracy rates.

Results

For Flirtback, one of the key goals of such an integration was minimizing drop-offs and ensuring a seamless verification process. Flirtback integrated iDenfy's ID verification plugin and worked with its team to customize certain onboarding elements for regional compliance. iDenfy's solution offered huge changes, mainly due to its AI-enabled nature and high accuracy rates.

By partnering with iDenfy, Flirtback:

- ✓ Instead of manual checks, integrated a wide range of supported ID documents and languages.

- ✓ Reduced the risk of fraudulent profiles, significantly boosting user trust.

- ✓ Switched to using multiple functions, such as document and selfie checks, under a single dashboard.

- ✓ Built a fully automated age verification process, ensuring complete KYC compliance.

- ✓ Designed customized verification flows, adapting age verification methods to match the jurisdiction of each content creator.

Flirtback now onboards creators 3x times faster, reducing onboarding delays and enhancing creator retention.

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> Flirtback needed to ensure that all profiles met the required standards to be visible on its age-restricted platform. By integrating our KYC plugin, they now have a seamless onboarding flow tailored to specific jurisdictional requirements.
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> Domantas Ciulde, the CEO of iDenfy