Case Study

iDenfy | Ping

95% reduction in in-house **staff time** spent on KYC checks with iDenfy's software

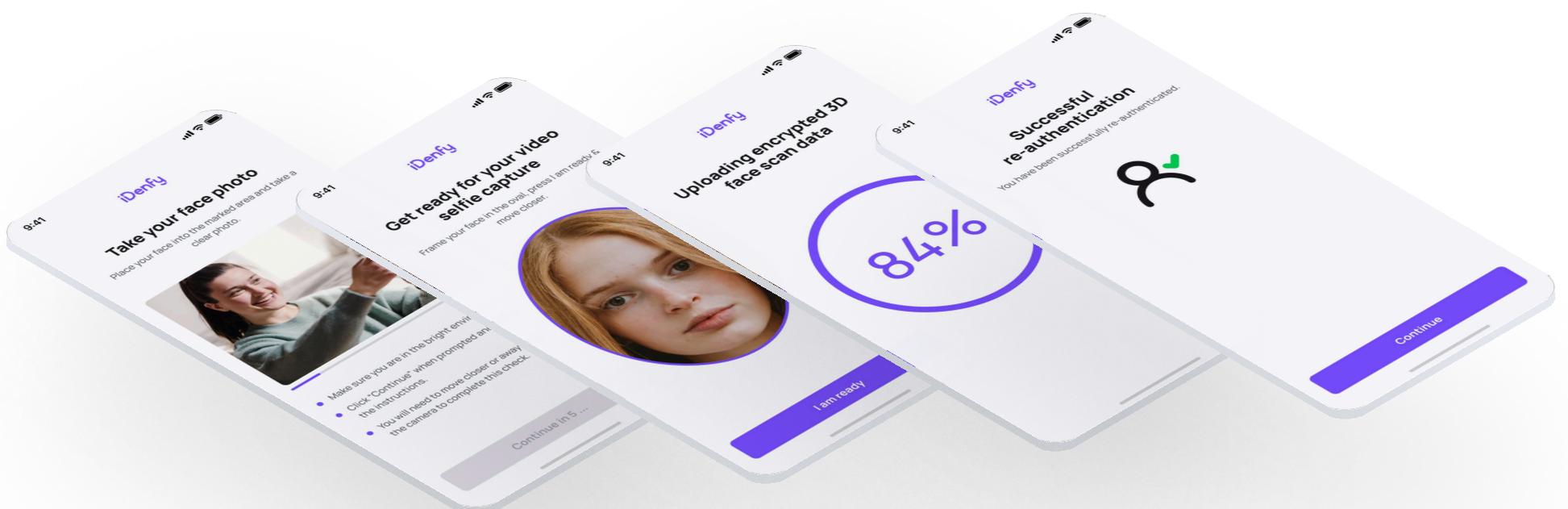**85%** increase in new sign-ups since streamlining the free trial offering

Quick intro to Ping

Ping Proxies is a UK-based ethical proxy provider and web-data collection platform. It helps collect and analyse web data at scale through a global pool of over 35 million residential IPs and static ISP proxies.

By offering features such as real-time analytics, automated routing via Smartpath®, and AI-driven traffic optimisation, Ping Proxies delivers a highly adaptable solution.

With over 25,000 customers served, the platform supports a wide range of use cases, including data extraction, account management, web scraping, social media operations, and SERP analysis.

Since 2020, the company has been an industry leader, sourcing its proxies from premium carriers, including Spectrum, AT&T, Comcast, and Orange.

The Challenges

The bottlenecks from manual KYC checks slowed down customer onboarding, meaning potential **customers dropped off** during the sign-up process.

As a result, Ping Proxies needed to invest in hiring extra, skilled KYC specialists, which would have driven the costs up, or allocate development resources to build an automated onboarding solution entirely from scratch.

However, implementing a third-party ID verification solution didn't automatically mean that such a switch would result in a perfectly seamless KYC process.

As Ping Proxies scaled, manually reviewing hundreds of identity documents became a complex and inefficient process, mainly because:

> **The risk of having a backlog increased,** and Ping Proxies wanted to change up its strategy and introduce automation to ensure sustainable service flow.

> **Certain ID types were difficult to assess in-house,** making it challenging to maintain the desired accuracy rate.

> **Internal resources were tied up in repetitive, low-value tasks,** instead of being allocated to Ping Proxies' Product Development or Customer Support teams.

> We needed to verify customers quickly and reliably to maintain the integrity of our proxy network, especially given the growing risk of fraudulent sign-ups and abuse of free trials.
>
> Timur Gok, the Founder of Ping Proxies

The Solution

Ping Proxies integrated iDenfy's **identity verification solution** through its well-documented API, completing the setup in just one to two weeks of development.
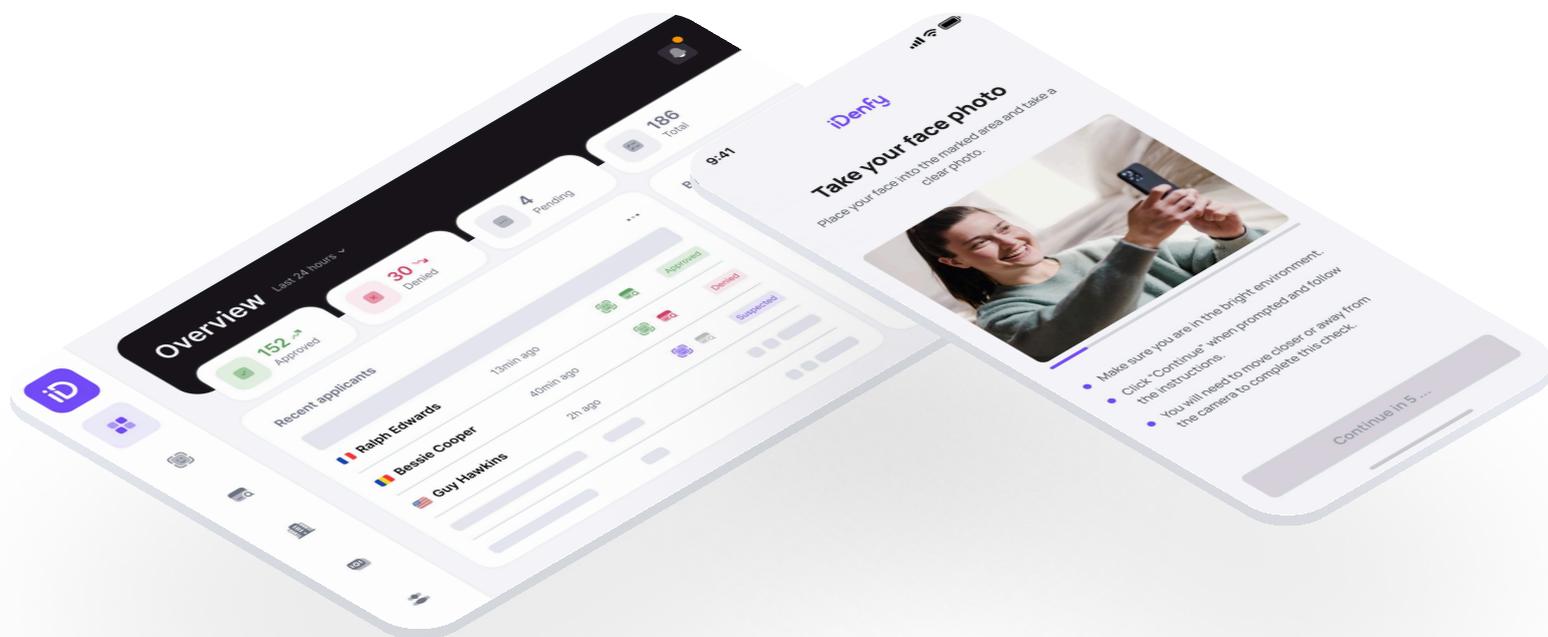
Additionally, Ping Proxies:

01 **Added dashboard and reporting features,** simplifying verification management visibility without adding manual overhead.

02 **Customized the identity verification workflows** to match the platform's internal profiling system.

03 **Enabled automated KYC verification initiation** only for accounts that met certain risk thresholds.

The flow for end-users consists of a few steps:

01 **Personal data input.** The user enters their full name, date of birth, and selects their country.

02 **Document verification.** The user captures a government-issued ID, such as a passport or driver's license.

Why iDenfy?

✓ **Unique pricing model,** where fraudulent attempts to bypass KYC are free

✓ **Compliant data management** and a simple dashboard

✓ **Effective fraud prevention,** especially for reducing promo abuse and duplicates

> We now confidently process hundreds of customer verifications each month with minimal manual input.

Timur Gok, the Founder of Ping Proxies

The Results

Ping Proxies switched to a fully automated KYC workflow, achieving:

01 A **95% reduction in staff time spent** on KYC checks.

02 An **84.9% increase in new sign-ups** since integrating automated KYC and improving free trial offering.

The partnership led to other key benefits:

✓ Automatically stored verification logs in a fully KYC-compliant manner.

✓ Manual reviews are required only for high-risk customers.

✓ Smooth, few-step onboarding process for low-risk, genuine users.

✓ Reduced drop-offs and improved UX of multiple KYC workflows.

✓ Better management of duplicate accounts and users abusing free trials.

Since implementing iDenfy's identity verification solution, the Ping Proxies team has seen a measurable improvement in both security and operational efficiency.