

Improve Your Fraud Models by Sharing Outcomes

By providing Outcome Data on a recurring basis, customers greatly improve the efficacy of Ekata's machine learning models. It's a unique opportunity for customers to directly improve the products that they use.

Our machine learning models improve by learning from the fraud patterns customers are actually seeing. These models become more refined and predictive. This improves our machine learning based attributes, such as Confidence Score and Network Score, and thus provides more lift and value to our customers.

How Will Outcome Data Be Used?

Outcome data will only be used by Ekata to improve the quality of our ML models, with the goal of providing additional value to customers. All data outcome data that we receive is hashed and encrypted.

Raw outcome data will never be disclosed to any of our other customers and cannot be accessed by anyone outside of Ekata. We will not be using this data to label any person, business, phone, address, email, or IP as potentially fraudulent or creating any type of approval lists. We solely use this data to improve our ability to identify patterns and to train our models to be more predictive.

How Can I Submit Outcome Data?

You can send us the data via two easy options:

1. Outcome API

We have an API specifically designed for ingesting outcome data from our customers. This option automates the delivery of outcome data and removes manual work of creating/sending a file to Ekata.

2. SFTP

If you are unable to connect to our Outcome API, you can also upload a file on a regular basis.

Contact your Account Manager for more information.

DID YOU KNOW?

- When providing outcome data to Ekata, customers have seen fraud model performance increase by an average of 5%, and by as much as 27%.
- Sharing outcomes on a recurring basis (versus a one time batch), has shown to improve performance by an additional 10%.