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GIACT Highlights Customer Intelligence Solutions at LendIt USA 2016

CTO Merlin Bise participates in panel on successful fraud detection

(Dallas, Texas - April 7, 2016) - [GIACT](#), the payment risk management leader that continues to expand its presence in the fast-growing online lending industry, is featured prominently at [LendIt USA 2016](#), the industry's largest conference series. GIACT is located in Booth #307.

"GIACT is a recognized leader for its expertise in customer intelligence solutions, which help online lenders verify identity and reduce risk so that they can maximize acquisition of new, good customers," said [Melissa Brown](#), CEO, GIACT. "[For one lender alone in 2015](#), we helped safely approve more than 7% of applications that would previously have been rejected because of minor data discrepancies. At the same time, our solutions mitigated more than \$180 million in potential loan losses by flagging high-risk applicants. We are excited to participate in LendIt USA 2016 and share this and other success stories with the online lending community."

At LendIt, [Merlin Bise](#), GIACT Chief Technology Officer, is participating in a panel on "Keys to Successful Fraud Detection," to be held Tuesday, April 12 from 2:05 PM to 2:35 PM. During the panel, Bise will speak to some of the key issues facing online lenders, specifically how to safely and swiftly scale their businesses without taking on unnecessary risk as they add new customers. [Robert McAlear](#), Executive Vice President, Product Strategy, is also participating in a panel on "Real-Time Decisioning," from 4:00 PM to 4:30 PM on April 12.

"Like other successful FinTech providers, GIACT helps make online lenders more efficient, especially in its application of real-time data to reduce the incidence of false positives," added Bise. "We continue to evolve our solutions to meet the changing requirements of our customers, such as gleaning insights from social media, mobile customer intelligence, and other new, alternative data sources that can help them safely grow their businesses."

About GIACT

GIACT™ has been helping companies verify valued customers since 2004. From financial to insurance, to retail, to solutions for your industry, GIACT offers customer intelligence for complete payment confidence. As the leader in providing real-time data to help companies mitigate payment risk and fraud, our OFAC screening, ID verification, account verification and authentication, and mobile verification solutions enable you to focus on providing unmatched customer experiences. Since our founding, we've processed billions of transactions for our more than 1,000 customers. For more information visit www.giact.com or call 1-866-918-2409. Follow us on [LinkedIn](#) and [Twitter](#).

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