

# Case Study

iDenfy



## success rate

with consistency that is above the iGaming industry average



## increased conversions

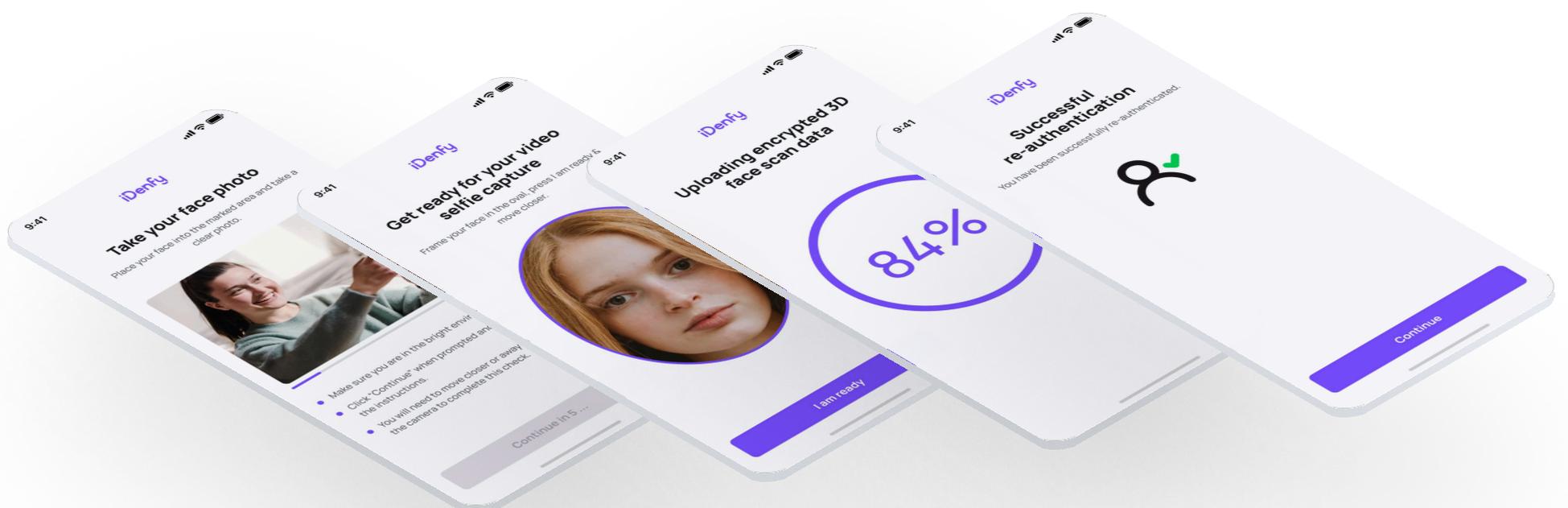
with 2x more verifications handled using KYC automation

## A Quick Intro

Coolbet is a global iGaming platform, covering areas like sportsbook, casino, and live gaming across 8 markets. With a diverse team of 400+ specialists, the firm continues to scale, concentrating on maintaining services that are built on trust, entertainment, and responsible play.

While this seems like a fairly simple, standard process, Coolbet's team understood the importance of this very first step from the end-user's point of view: either they register smoothly and access Coolbet's products, or abandon the verification process without actually finishing the registration.

At the end of the day, Coolbet's goal always remained the same. They needed to let real players in without friction while detecting bypassing attempts and fraudulent users as quickly as possible — all without compromising the overall user experience.



# The Challenges

Issues like bonus abuse and fraudulent attempts to complete the identity verification process to access its multi-category iGaming and gambling services were not just buzzwords, but the reality.

However, the key issue with the previous provider was a persistently low **KYC acceptance rate** that fell short of industry standards.

The previous verification service didn't just slow Coolbet and its team down. It directly impacted conversions by:

- Introducing **friction at the account opening** stage
- Increasing chances of **abandoning the process entirely**

Additionally, the lack of flexibility and limited options to adjust verification flows directly impacted Coolbet's ability to optimize the **age verification** process, along with other industry-specific challenges, such as **duplicate account detection**.



Instead of sustainably making player onboarding more efficient, our onboarding process was affected by the growing user volumes, which created unnecessary delays.

Andreas, Fraud Operations Lead at Coolbet

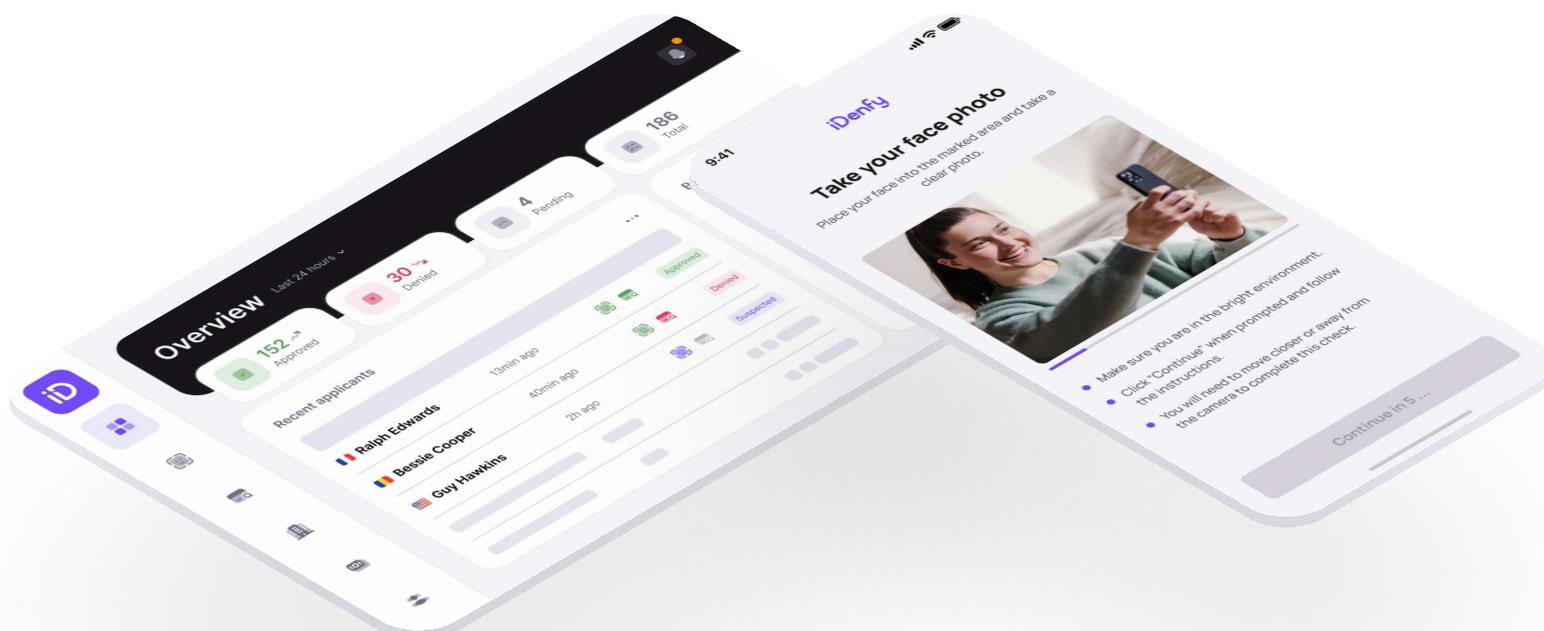
# The Solution

Coolbet aimed to **minimize the manual workflow** for in-house specialists and switch to new software, which would deliver fewer false positives.

At the same time, the goal was to ensure a frictionless sign-up experience for Coolbet's players, despite the fact that regulators demand a strict KYC flow, both with government ID and address checks.

As a result, Coolbet integrated iDenfy's identity verification service, along with the following features:

- 01 KYC verification** to ensure accurate, instant government-issued ID document checks and biometric verification with liveness checks and cross-matching.
- 02 Address verification** to automate Proof of Address (PoA) checks and confirm player residency while supporting geo-compliance across Coolbet's operating markets.
- 03 Custom mismatch tag mapping** to automatically forward higher-risk, flagged users to the "manual queue", where compliance specialists could review edge cases more efficiently.



# Why iDenfy?

- ✓ Proven experience in serving iGaming platforms
- ✓ Easy communication with the team
- ✓ High accuracy rates for different workflows
- ✓ One solution for PoA and ID document checks
- ✓ Fast onboarding and age verification



We needed a new identity verification solution, one that helped manage iGaming-specific risks, and one that could actually adapt to how we operate through more tailored onboarding options.

Andreas, Fraud Operations Lead at Coolbet

# The Results

## Since partnering with iDenfy, Coolbet:

- 01 Managed to increase KYC **conversions by 31%**
- 02 Reached a consistent **87% IDV success rate**

These statistics are above the iGaming industry average and have remained stable throughout the whole collaboration.

## Other notable achievements:

- ✓ **2x more verifications** handled with accuracy using automation instead of manual reviews.
- ✓ **Increased trust** in the software's abilities, with Coolbet's in-house compliance teams no longer needing to second-guess automated verification results.
- ✓ **Freed internal resources** for high-risk, priority cases, lowering the overall time spent on manual reviews.
- ✓ **Stronger fraud prevention**, with the ability to detect duplicate accounts, underage users, and fraudulent attempts to bypass the KYC system.

Such a change provides a better experience for genuine players who complete the verification process within the **first attempt** and gain access to Coolbet's services in under **60 seconds on average**.