

## Simility Helps Quoka Block Fraudulent User Registrations to Prevent Fake Listings and Spam Messages

Quoka.de started off as a print classifieds company and has gradually evolved to become one of the leading online classifieds marketplaces in Germany with over 14 million visitors per month. Quoka provides free regional classified advertisements for over 6 million products and services in various categories spanning rental properties or accommodations, pets, furniture, musical instruments, motorcycles, jobs and dating services. It facilitates personal contact between buyers and sellers through phone numbers and email messages along with the ability to add messages to the ads. Through its simple, user friendly web and mobile interface, Quoka aims to provide safety along with the fast and easy exchange of products and services.

### BUSINESS OBJECTIVE

With no verification on a user's part and no strong validation of content, Quoka witnessed a variety of nefarious activity from scammers, who often posed as genuine sellers to defraud would-be buyers. Scammers typically created fake profiles with fictional names, email addresses, phone numbers and physical addresses, then listed fake ads or posted spam messages intending to trick genuine users. For example, scammers would create ads for adopting pets with cute pictures, low priced goods, or cheap loans. However, when buyers showed interest, the fraudulent seller would message the buyer with a promise to dispatch the goods once a payment was made, but never delivered the agreed upon goods. In addition, those using the dating services were increasingly tricked by scammers who pretended to be prospective companions to lure them to a more private channel such as phone, email or instant messaging, where their ultimate goal was to steal personal and financial information.



### COMPANY NAME

Quoka.de

### BUSINESS OBJECTIVE

- Identify and block fake user registrations
- Eliminate fraudulent classified ads and spam messages
- Improve user experience
- Reduce manual reviews

### SOLUTION

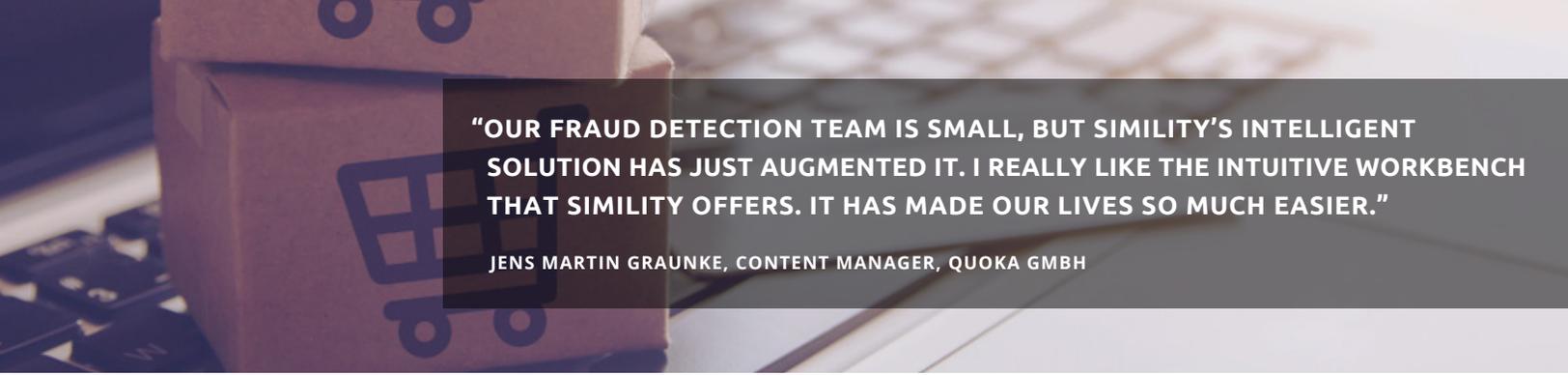
Simility helped Quoka improve its user experience by accurately identifying spammers registering on its site and blocking fraudulent content (ad and messages) to ensure the safety of its users.

### RESULTS

- 80% reduction in fraudulent ads and messages
- 90% reduction in manual reviews

*"We tried a homegrown tool to eliminate spammers, but they kept getting in. With Simility's complete fraud detection solution, we are able to proactively stop spammers from hitting our site."*

JENS MARTIN GRAUNKE,  
 CONTENT MANAGER, QUOKA GMBH



**“OUR FRAUD DETECTION TEAM IS SMALL, BUT SIMILITY’S INTELLIGENT SOLUTION HAS JUST AUGMENTED IT. I REALLY LIKE THE INTUITIVE WORKBENCH THAT SIMILITY OFFERS. IT HAS MADE OUR LIVES SO MUCH EASIER.”**

**JENS MARTIN GRAUNKE, CONTENT MANAGER, QUOKA GMBH**

This increasingly complex and dynamically evolving volume of bad users, fraudulent ads, and spam messages not only inflicted financial loss on unsuspecting users across various product categories, but also annoyed genuine users, which negatively affected Quoka’s success.

Quoka knew it needed to restore customer trust in its marketplace and therefore sought a comprehensive and robust solution that not only improved the overall experience for its users, but also proactively prevented fraud. Quoka ultimately selected Simility to efficiently identify spammers and restrict their impact on its users.

### **LEVERAGING SIMILITY’S ADAPTIVE DECISIONING PLATFORM FOR COMPREHENSIVE USER LEVEL MONITORING**

Simility’s Adaptive Decisioning Platform is a powerful, real-time rule engine integrated with machine learning modules, that is helping Quoka accurately detect fake users and fraudulent content on its site.

- Prior to Simility, blocked spammers would regain access to the classifieds site by using a new device or a new account. Simility’s powerful Device Recon technology enables Quoka to detect multiple accounts created from a single device and delete them before fraudsters even have a chance to post fake ads or spam messages. Additionally, all other related activities stemming from a device previously used for fraudulent activity is made available to analysts for easy review.

- Simility’s intuitive rule-builder enables fraud analyst to create, modify and test rules to check ad texts for suspicious wording, incorrect phone numbers, duplicate images, unbelievably low prices, and strange or poorly written inquiries. Furthermore, smart rules around a user’s geolocation, email address, and/or mobile device help to identify proxies, Virtual Private Networks, Tor networks, disguised or suspicious email addresses, and mobile devices previously associated with fraud.
- Simility’s state-of-the-art machine learning is customized to incorporate data points such as bulk messages and duplicate or bad words in messages that are most sensitive to the communication between parties, along with other information to enable a trusted exchange between parties.
- With device, geographical, ad, message and user data available in a unified interface, Quoka’s fraud analysts are easily able to identify patterns and relationships in order to quickly screen for fraud.

### **SIMILITY ADVANTAGE**

With precise rules on ads, users and messages, coupled with a customized machine learning model to automatically reject fraudulent ad listings and messages, Quoka has been able to shrink the review queue and catch evolving fraud. Moreover, Simility’s advanced testing environment and analytical results have enabled Quoka to eliminate friction for legitimate users.

### **ABOUT SIMILITY**

Simility offers real-time risk and fraud decisioning solutions to protect global businesses. Simility’s offerings are underpinned by the Adaptive Decisioning Platform built with a data-first approach to deliver continuous risk assurance. By combining artificial intelligence and big-data analytics, Simility helps businesses orchestrate complex decisions to reduce friction, improve trust, and solve complex fraud problems. Built by industry veterans, Simility is trusted by some of the world’s leading consumer brands across financial services, payment processors and commerce merchants. For more information on Simility, visit [Simility.com](https://simility.com)

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