Risk Control Engine

Product Introduction

Product Documentation

Service Statement

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Contents

Product Introduction

Overview

Last updated：2024-01-16 11:35:12

Risk Control Engine (RCE) Overview

Tencent Cloud Risk Control Engine (RCE) is a risk management engine developed on the basis of Tencent's AI technologies and 20 years of experience in risk management. It is provided in the form of a lightweight SaaS service and designed to quickly designed to prevent frauds in key scenarios such as payment, registration, login, and marketing campaign and combat black and gray market activities in real time.

Strengths

High accuracy and reliability

Based on Tencent's 20 years of experience in managing numerous risk characteristics and combating black and gray market activities, RCE has been serving nearly 100 customers with widely recognized high accuracy through its smart risk management system backed by Tencent's diverse businesses.

Fast connection and ease of use

RCE is provided in the form of lightweight service APIs accompanied by detailed API documentation and connection demos. It needs to be connected only once for use in multiple scenarios such as registration, login, campaign, and payment.

Real-Time analysis

Backed by Tencent Cloud's advanced architecture, RCE responds in milliseconds to concurrently return risk management results and more quickly discover risks. It supports dynamic scaling and ensures that each request is assessed instantly based on real-time analysis of input parameters.

Description

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Registration Protection

When a company runs user acquisition events, it may find that many of the gained new users are fake. In view of this, RCE provides a registration protection service that can effectively combat fake registrations, batch registration programs, and third-party platforms to reduce fake accounts.

Login Protection

Login is a must step for users to claim coupons in campaigns. Lots of malicious bargain hunters use automated means for batch login or APIs for unauthorized batch access. It is also a process suffering various account security risks and credential stuffing attacks. RCE provides a login protection service to monitor the login process in real time, comprehensively assess the risks of user logins, accounts, and IPs, combat malicious activities instantly, prevent fake accounts from logging in, and effectively identify credential stuffing attacks. This further guarantees the account security of enterprises.

Anti-Cheating in Campaigns

Giving out discounts and coupons is a common way to attract new users. But at the same time, it attracts countless malicious bargain hunters, who selectively participate in online campaigns and get discounts at zero or low costs. This severely undermines the purpose of campaigns, misappropriates campaign resources, increases enterprises' user acquisition costs, and damages enterprises' brand reputation. RCE provides an anti-cheating service to effectively identify such hunters and safeguard the interests of enterprises.

Payment Security

RCE can block and identify unauthorized activities involved in payment scenarios in different industries such as ecommerce, O2O, P2P, and gaming. It provides security guarantee in various malicious scenarios faced by enterprises, including unauthorized payment, malicious cashing out, money laundering, and fake transaction.

Use Cases

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Ecommerce

Overview

RCE can effectively identify large-scale prize cheating in marketing campaigns such as lucky draws, coupons, and flash sales and prevent sellers or buyers from fraudulently claiming discounts and gifts from ecommerce platforms through fake transactions.

Outcomes

RCE helps save hundreds of millions of CNY in marketing for ecommerce enterprises.

Live Streaming

Overview

RCE can identify and block various fraudulent activities in the live streaming industry, such as fake registrations, fake clicks, and ranking manipulation. It can effectively identify the case where the host and audience partner up to send gifts using free-gifted vouchers and cash them out.

Outcomes

RCE assists enterprises in detecting maliciously registered accounts, and lowers the number of fake followers and malicious cashing out activities.

O2O

Overview

RCE can identify and block fraudulent activities performed around account coupons in O2O businesses. It can effectively recognize identity forgery in scenarios where new users are offered rewards or discounts on their first order in apps.

Outcomes

RCE helps enterprises screen out high numbers of malicious bargain hunting accounts and spam accounts, which reduces their operating costs by more than 30% every year.

Aviation

Overview

Airlines often experience black market activities such as seat grabbing, crawlers, and marketing frauds.

Outcomes

RCE helps prevent malicious bargain hunting and reduce the losses caused.