

Club Strengthens Ambassador Integrity and Prevents Reward Fraud with Jumio



Community-led growth platform eliminates duplicate accounts and protects brand budgets with automated identity verification

Club, the community-led growth platform originally founded in 2017 as Brandbassador, runs brand ambassador programs for more than 180 brands and over 235,000 ambassadors worldwide.

As the Club platform continued to scale globally, ensuring the integrity of its ambassador communities became critical. With real money and products at stake, the challenge was balancing fraud prevention measures with the need to deliver a seamless, high-quality user experience.

Club's previous platform relied on a legacy identity verification provider, but a more robust, scalable solution was required for the new Club app. Fraud in ambassador marketing often takes the form of double-dipping and self-referral, where users create multiple accounts to claim rewards more than once. Lighter-weight methods like social checks or two-factor authentication proved too easy to bypass, making self-referral impossible to tackle effectively.



“Simply having a high-tier verification step like Jumio creates a deterrent effect. It discourages bad actors from even attempting to join, which improves the overall quality of our community.”

Casper Rosenvinge,
business and product
development manager, Club

Club needed a gold-standard approach to identity verification that could ensure every account represented a unique individual, while integrating seamlessly into a mobile-first experience. During evaluations alongside a number of global vendors, Jumio stood out from the competition for its broad global capabilities, strong performance in high-risk environments, and its sophisticated mobile SDK.

“As Club continued to grow and evolve its offering, it became clear that our legacy identity verification solution was no longer able to support our requirements, so we needed to find a more sophisticated and robust solution,” said Casper Rosenvinge, business and product development manager at Club. “Jumio provides the trust layer we need. It allows us to automate rewards with zero manual oversight, knowing that every member is a real, verified individual.”



“Jumio allows us to scale globally and onboard thousands of users every day, without needing a team to manually review identities.”

Casper Rosenvinge,
business and product development
manager, Club

How Jumio Helps

Jumio's identity verification technology became part of what Rosenvinge describes as a “VIP check-in,” helping maintain strong conversion rates while adding a critical layer of trust.

By automating identity and document checks, Club can now authenticate users in real-time while also providing a cohesive, premium user experience.



ID and Selfie Verification

deliver real-time results, powered by AI, automation and biometrics.



Doc Proof

automates Club's address verification process by enabling users to easily scan documents such as utility bills or bank statements.

Jumio now underpins Club's ability to scale securely, acting as a foundation for fully automated onboarding and rewards distribution. It not only detects fraud but also deters bad actors from attempting to exploit the platform in the first place.

Since implementing Jumio, Club has achieved several measurable improvements in fraud prevention and platform integrity:



Proven fraud reduction

Over 4,000 high-risk verification attempts were blocked in the first year of using Jumio. “Without Jumio, these fraudulent or duplicate accounts would have cost our brands significant amounts in wasted rewards and commissions,” Rosenvinge said.



Eliminated duplicate accounts

Club can now dramatically reduce duplicate accounts, self-referral and reward abuse.



Zero manual review at scale

Club maintains a fully automated model while significantly improving verification accuracy.



Global scalability

Club can now onboard thousands of users daily around the world, without increasing operational overhead.

These improvements enable Club to deliver a trusted, high-quality ambassador ecosystem while protecting brand budgets and supporting global growth.