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Grubhub partners with Incognia to enhance platform security

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Incognia, the innovator of next-generation identity solutions, is announcing its partnership with Grubhub, a leading U.S. food ordering and delivery marketplace. As part of the companyâ??s trust and safety initiative, Grubhub is leveraging Incogniaâ??s fraud prevention technology to increase security on the platform and provide a seamless experience for its community of customers and delivery partners. Initial testing shows the solution will make a substantial impact â?? Incognia has already proven to increase order profitability and decreased care costs for Grubhub.

â??At Grubhub, we aim to provide a seamless and enjoyable experience for everyone who uses our platform, and maintaining safety and security is key to that commitment,â?• said Jared Horton, Senior Director of Logistics at Grubhub. â??Our partnership with Incognia strengthens our ongoing efforts to enhance safety across the platform. Their expertise in keeping marketplaces secure makes them an ideal partner for addressing the unique and complex trust and safety challenges facing platforms like ours.â?•

Food delivery in the U.S. is a $350 billion industry, with half of diners saying theyâ??ve used at least one food delivery service within the last year. Users rely on delivery platforms to keep them safe and their accounts secure without compromising a seamless experience. Incognia leverages device fingerprinting, location analysis, and tamper detection features to prevent a variety of fraudulent actions impacting the operational efficiencies of food delivery companies today.