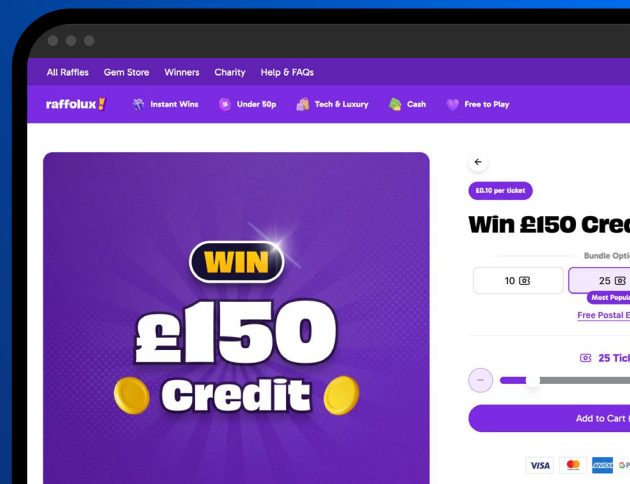


Case Study

Raffolux Eliminates Promo Abuse and Protects Prize Draw Integrity with SHIELD



"As we grow, so does the sophistication of fraud targeting our platform. SHIELD has given us the ability to stay ahead of the curve without compromising the experience for genuine players. We can now scale our promotions confidently, knowing that they're reaching real people."

Gerry Lianos
CEO & Co-Founder, Raffolux

Key Takeaways



97.4% genuine user base



6,000+ automated fraud attempts detected in a single month



750+ multi-account linkages surfaced via persistent device ID per month

Protecting Sign-Up Incentives as Raffolux Scales

Raffolux uses welcome bonuses, free entries, and first-purchase incentives to attract new members. These offers are an important part of its growth model, lowering the barrier to trial and driving first-time engagement.

Raffolux had already built a robust, multi-layered fraud-prevention framework to protect these promotions and preserve the fairness of its prize draws. As the platform grew, however, the team wanted to strengthen those controls further in response to increasingly sophisticated attempts to exploit promotional offers, including the use of automation, synthetic identities, and coordinated account creation.

The system was designed to stay ahead of risks such as:

- **Multi-Account Bonus Harvesting:** Attempts to create multiple accounts in order to claim welcome bonuses, site credit, or free entries more than once.
- **Stacked Entries:** Attempts to use linked accounts to obtain additional entries and gain an unfair advantage in prize draws.
- **Referral Abuse:** Coordinated attempts to generate non-genuine sign-ups and trigger referral rewards.

Raffolux was already identifying and containing these behaviours effectively. SHIELD was introduced to add a further layer of precision, helping the team

Customer Profile

Launched in 2019, Raffolux is one of the UK's leading online raffle platforms, offering members the chance to win luxury prizes, from cars and holidays to cash and the latest tech. With charity at its core, Raffolux donates 10% of every ticket sold. To date, the platform has given away over £30 million in prizes and now creates over 20,000 winning experiences every single week.

Industry

Online Raffle

Region

United Kingdom

detect coordinated activity earlier, automate more decisions in real time, and scale its promotions with even greater confidence.

Adding Device-Level Intelligence Behind Every “New” User

Raffolux’s existing fraud controls combined checks across email addresses, IP data, payment information, and manual review. This established system was effective at detecting and stopping suspicious activity and provided a strong foundation for protecting both promotional spend and draw integrity.

The next opportunity was to add persistent device-level intelligence. Sophisticated abusers can rotate disposable emails and prepaid cards, use VPNs or proxies, and deploy automated tools to make related accounts appear separate at the surface level. Raffolux could already identify and investigate these patterns, but connecting them sometimes required additional cross-referencing and manual review.

SHIELD enhanced that existing framework by recognising links between accounts in real time and surfacing device-based risk signals. This made Raffolux’s controls faster, more precise, and easier to scale, while preserving the low-friction experience enjoyed by genuine new players.

No Ticket for Fake Accounts

To build on its existing controls, Raffolux integrated SHIELD’s device-first fraud intelligence platform, adding a further layer of protection against promo abuse.

SHIELD Device ID: The global standard for device identification with over 99.99% accuracy. Powered by SHIELD AI, drawing on machine learning, LLMs, and deep learning to analyze 15,000 data points per device, it persistently recognises every device even after resets, app reinstalls, or cloning.

SHIELD Fraud Intelligence: Real-time, actionable signals continuously profile every device session to detect malicious tools such as bots, emulators, VPNs, and app tampering

tools. Fraudsters are blocked silently in the background, while genuine players pass through seamlessly with zero friction.

Privacy-First: SHIELD operates without collecting personally identifiable information, ensuring Raffolux remains fully compliant with UK data privacy regulations while maintaining robust fraud prevention.

Promotions That Drive Real Growth, Not Fraud Losses

With SHIELD embedded, Raffolux can detect and block fake account creation at the point of sign-up, before a single bonus is claimed. Multi-accounting rings are identified instantly. When a device that has already claimed a welcome offer attempts to register again under a new identity, it is flagged and stopped in real time.

With SHIELD, Raffolux has achieved:

- 97.4% of users verified as genuine, ensuring promotional spend reaches real players and welcome offers convert into genuine first-time engagement.
- 6,000+ automated fraud attempts detected and countered in a single month, with browser spoofing and emulator sessions identified and excluded in real time, before a bonus is claimed.
- 750+ multi-account linkages surfaced each month through persistent device identification, automatically flagging devices operating three or more accounts and protecting draw integrity without collecting personally identifiable information.

With SHIELD adding device-level intelligence to Raffolux’s existing controls, welcome bonuses and free entries are even more effectively protected for genuine players. For a platform where fairness is the product, that matters. By further reducing promo abuse, lowering operational overhead, and strengthening draw integrity, Raffolux demonstrates that fraud prevention is not simply a cost centre; it is a foundation for sustainable growth and community trust.

SHIELD is a device-first fraud intelligence platform built on the world’s most persistent device identification technology across applications and platforms.

Powered by SHIELD AI and patented technology (SHIELD Sentinel), SHIELD sets the global standard for device identification (SHIELD Device ID) and exposes the full range of fraud tools and techniques through more than 20 risk indicators, delivering real-time, actionable fraud intelligence across all use cases and industries worldwide.

Trusted by global unicorns including inDrive, Alibaba, Deliveroo, Meesho, TrueMoney, Unico ID and OLX, SHIELD operates with teams across Los Angeles, São Paulo, London, Berlin, Jakarta, Bangkok, Bengaluru, Beijing and Singapore, advancing our mission: to eliminate unfairness and enable trust for the world.

For more information, visit shield.com.

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