



## 2013 Identity Protection Services Scorecard: Adjusting Product Offerings to Counter High Customer Turnover

21 November 2013 By: Al Pascual

Javelin's seventh annual Identity Protection Services Scorecard examines the issues affecting consumer adoption of IDPS services and the means by which service providers can maximize their share of an increasingly consolidated market. The dynamic nature of fraud trends continues to affect the development of the scorecard as well as the composition of provider offerings. These trends include a declining rate of medical identity fraud and a growing relationship between data breaches and fraud. Meanwhile, features designed to empower consumers remain the most potent yet underused capability among identity protection service providers in 2013.

### Key questions this report will address:

- Which providers offer the best consumer-facing prevention, detection, and resolution capabilities?
- How common are different capabilities among identity protection service providers?
- What is the total size of the identity protection services market?
- What factors motivate consumers to discontinue the use of identity protection services?
- How can providers attract and retain subscribers?

### Companies Mentioned

Affinion Group	Identity Guard
AllClearID	IdentityForce
Citi	Intelius
Equifax	keepmyID.org
Experian	LegalShield
EZShield	LifeLock
Fifth Third Bank	TransUnion
ID Watchdog	TrustedID
	Wells Fargo

Consumer data in this report is based on information gathered from several Javelin surveys administered in 2011 and 2012.

- A random-sample panel of 5,603 respondents in a March 2013 online survey.
- A random-sample panel of 5,249 respondents in an October 2012 online survey.

javelinstrategy.com

[inquiry@javelinstrategy.com](mailto:inquiry@javelinstrategy.com)

925.225.9100