



## **Fraud Sniffr, Inc. Launches Licensed SIU Tool for Social Media Monitoring**

*Extend SIU reach in Social Media with Robotic Content Gathering/Storage/Distribution tool, with minimal impact on Loss Adjustment Expense (LAE)*

**Baltimore, Md October 2, 2018** – Fraud Sniffr announced today during [InsureTech Connect 2018](#) that their robotic automated tool for gathering social media content is now available as a licensed solution. The system pulls social media profiles into a database anonymously, provides automated ongoing scanning for the life of a claim, and organizes/distributes the content to adjusters in a chronologically organized format. The software is undetectable by claimants and provides secure, GDPR-compliant storage of retrieved content. Adjuster compliance with this content program has historically been 80-92%.

**“Fraud Sniffr provides the SIU department with a tool that works continuously for the life of the claim without significant manual labor.”** Said Curt De Vries, president of Fraud Sniffr. **“This is absolutely a ‘set it and forget it’ solution that impacts the SIU department’s effect on claim exposure significantly, using a carrier’s existing head count, with only miniscule impact on LAE.”**

“We’re honored to have such an influential group join us for InsureTech Connect 2018, helping make this the largest insurtech gathering in the world,” said Jay Weintraub, Co-Founder & CEO of InsureTech Connect. “With great care, we hand-selected an exclusive group of insurtech pioneers who offer expert-level insight into the world of insurance and technology.”

InsureTech Connect 2018 is held at the [MGM Grand Las Vegas](#) on October 2nd and 3rd in Las Vegas, Nevada. For more information, or to see the [full agenda](#), visit [www.insuretechconnect.com](http://www.insuretechconnect.com).

### **About Fraud Sniffr, Inc.**

Fraud Sniffr, Inc. is a software company that downloads & distributes social media content about liability/WC claimants to their adjusters. The company was formed by a 30-year risk manager who was frustrated with losses due to fraud, and a 25-year software veteran who specializes in linguistic algorithms and the interface between natural language and technology. Fraud Sniffr has been one of the 50 fastest growing companies in Maryland for the past three years. For more information, please visit <http://www.fraudsniifr.com>

### **About InsureTech Connect:**

InsureTech Connect is the world’s largest insurtech event, offering unparalleled access to the largest and most comprehensive gathering of tech entrepreneurs, investors and insurance industry incumbents from across the globe. Founded by Jay Weintraub and Caribou Honig in 2016, ITC has grown to more than 6,000 attendees, hosting 250 speakers, and representing 50+ countries worldwide. InsureTech Connect 2018, presented by Oliver Wyman, will be held October 2-3 at MGM Grand Las Vegas Hotel and Casino.

###

**Media Contact:**

Marci De Vries, CEO

Fraud Sniffr, Inc.

443-858-7392 / [marci@fraudsniff.com](mailto:marci@fraudsniff.com)

Baltimore, MD