SHIELD | Pipa

Case Study

Ensuring Integrity and Fair Play: How Pipa Studios and SHIELD Combat Fraud in Praia Bingo's Social Gaming App

"Partnering with SHIELD marks an important milestone in Pipa Studios' mission to create a fun and secure experience for our players. By leveraging SHIELD's Device-First Fraud Intelligence platform, we can safeguard our players from fraud and uphold the integrity of our games. This collaboration empowers us to deliver a fairer, more enjoyable experience for our community."

Pedro Moraes
CEO, Pipa Studios

Key Takeaways

Increased user trust and confidence in the game

96% reduction in devices with fake accounts

Decrease in bonus and reward abuse on the platform

Keeping the Fun Fair: How Praia Bingo Protects Players from Fraud

Praia Bingo is Latin America's leading social casino game, boasting over 10 million downloads. With more than 50 unique bingo options, chat rooms, and daily bonus rewards, it connects players who share one goal: having fun.

However, this fun can quickly turn into a frustrating experience if a growing issue isn't addressed — the rise of fake accounts and fraudulent activities impacting the gaming app.

That's why Pipa Studios teamed up with SHIELD to fight fraud and protect game integrity, ensuring a fair and reliable experience for every player.

Customer Profile
Pipa Studios is the leading social bingo gaming company in South America and has been developing mobile games since 2012. Headquartered in Brazil, they operate globally with strong player bases in Mexico, Spain, Italy, France, and the USA. Their portfolio includes a diverse range of games, including the best-seller Praia Bingo.

Industry
Social gaming

Region
LATAM

The Challenges: Multi-Accounting, Fake Accounts and Malicious Tools

Multi-accounting and fake accounts pose significant challenges in the gaming industry, as fraudsters commonly use tools like app cloners and emulators to create these accounts at scale. These **fake accounts** are exploited to claim platform bonuses and rewards originally designed to enhance the experience of genuine players. By creating multiple accounts, fraudsters maximize their access to daily credits and extra bonuses, undermining the platform's monetization potential.
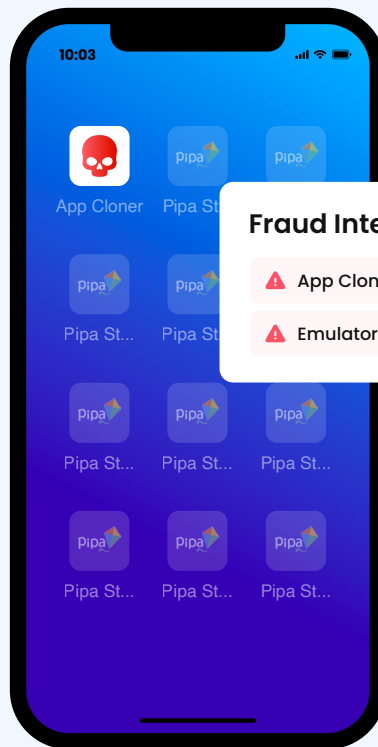
Moreover, these accounts allow fraudsters to enter multiple rounds as distinct players, artificially increasing their odds of winning and creating an unfair advantage over legitimate users. Fake accounts also enable fraudsters to evade bans; if any accounts are flagged and shut down, they can simply create new ones to continue their abusive activities undetected. This cycle of abuse not only compromises the platform's integrity but also erodes the trust of genuine players who seek a fair and enjoyable gaming experience.

In addition to the growing threat of fake accounts, the gaming industry faces another rising challenge: the use of malicious tools like **app tampering**, **emulators**, and **hooking** to commit fraud. These tools allow fraudsters to intercept and alter an app's behavior in real time, manipulating data and bypassing security measures.

The Solution: SHIELD's Platform Eliminates Fraud at the Root

Every instance of fraud begins with a device, whether it's used to create fake accounts or employ malicious tools. That's why Pipa Studios chose **SHIELD's Device-First Fraud Intelligence** to eliminate fraud at the root - by identifying the device used to carry out the attacks.

With the solution in place, Pipa Studio's team leveraged the **SHIELD Device ID**, the global standard for device identification, to confidently detect the devices associated with fake accounts and fraudulent activities - even when the fraudsters try to spoof device parameters or perform factory resets. This unique device identifier enables them to accurately distinguish every device, and prevent multi-accounting and fake accounts.

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Additionally, Pipa Studio uses SHIELD Fraud Intelligence to continuously profile each device session, returning real-time fraud signals that provide a comprehensive picture of user activity on the platform. This involves detecting tools and techniques associated with fraud, such as hooking, app tampering, emulators, and app cloners, and identifying the exact moments when users engage in fraudulent activities.

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SHIELD is a device-first fraud intelligence platform that helps digital businesses worldwide eliminate fake accounts and stop all fraudulent activity.

Powered by SHIELD AI, we identify the root of fraud with the global standard for device identification (SHIELD Device ID) and actionable fraud intelligence, empowering businesses to stay ahead of new and unknown fraud threats.

We are trusted by global unicorns like inDrive, Alibaba, Swiggy, Meesho, TrueMoney, and more. With offices in San Francisco, London, Berlin, Jakarta, Bengaluru, Beijing, and Singapore, we are rapidly achieving our mission - eliminating unfairness to enable trust for the world.

For more information, visit **shield.com**.

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