KELA fiverr.

Success Story

Fiverr Protects Millions of Users with KELA's AI-Driven Brand and Identity Intelligence

Challenge

As one of the world's largest freelance service marketplaces, Fiverr connects over 4 million active users and a total of 30 million registered accounts worldwide. Consistently ranked among the top 300 websites globally, Fiverr's scale, brand recognition, and expanding ecosystem make it a prime target for impersonation, phishing, and account compromise.

fiverr.

4+ Million

Active users

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30 Million

Registered accounts worldwide

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Top 300

Websites globally

Driven by its vision to lead the market in trust, safety, and user protection, Fiverr is committed to safeguarding its community of freelancers and buyers from emerging cyber threats while maintaining the integrity of its brand.

The previous solution generated excessive false positives and lacked the practical capabilities needed to protect against credential leaks effectively.

As a result, the team had to build internal compensating processes to ensure protection – something KELA later simplified through automation, accuracy, and reliable intelligence.

With their rapid growth and new initiatives **in the AI and GenAI space**, Fiverr sought a partner capable of delivering accurate, adaptive, and automated intelligence aligned with its evolving business and commitment to protecting its users.

Solution

Fiverr turned to KELA's cyber threat intelligence platform, implementing multiple capabilities to strengthen user protection and brand integrity:

Brand Control & Takedowns

Continuous dark web and surface web monitoring to uncover impersonation, phishing, and fraudulent monetization of Fiverr's brand.

Identity Protection

Real-time visibility into compromised user and employee credentials to prevent account takeovers.

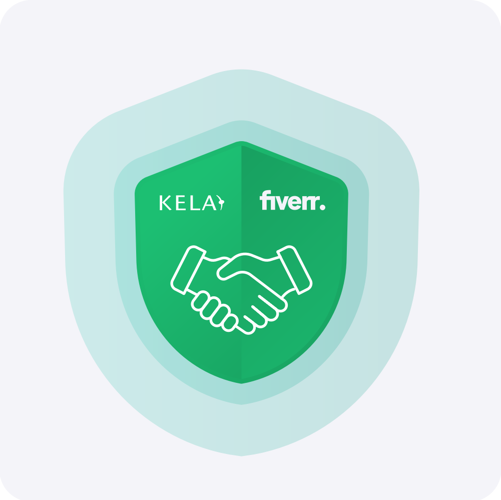
KELA's Investigate

Deep threat hunting and incident analysis across cybercrime sources to reveal campaigns targeting Fiverr's ecosystem.

Automation & Integration

Direct integration with Splunk and Torq, enabling automatic blocking and takedown actions based on KELA's verified intelligence.

To further enhance accuracy, Fiverr leveraged KELA's AI-driven detection and enrichment models, which analyze threat actor patterns, linguistic context, and cross-source correlations. This approach enabled Fiverr to reduce false positives to near zero while identifying new and emerging threats previously missed by other providers.



KELA's Customer Success team worked hand-in-hand with Fiverr's security group to fine-tune detections and automate workflows specific to Fiverr's business logic. The Fiverr team noted that no other threat intelligence provider matched KELA's level of white-glove service and responsiveness throughout setup, deployment, and execution.

Results

KELA's solution improved operational efficiency and transformed Fiverr's ability to manage external threats:

- Significant reduction in manual alert review; the team now only reviews selected phishing cases for validation purposes.
- **70% reduction** in costly takedowns – by focusing on validated abuse sites, it results in significant annual savings.
- Full automation of detection, investigation, and takedown workflows via Torq and Splunk integrations.
- Tailored intelligence tuning to Fiverr's operations, reducing noise and operational fatigue.

> KELA transformed how we protect users at scale, ending manual alert review so we focus on real threats. Onboarding and support have been exceptional - KELA is 'available, responsive, and aligned with our needs.
>
> fiverr.

Outcome

With KELA's AI-powered cyber threat intelligence, Fiverr now operates with complete confidence in its automated defense. The company protects its global community from phishing, impersonation, and identity compromise—while saving time, money, and operational effort.

As Fiverr scales its AI-driven services, KELA's AI and automation ensure the same precision and adaptability, proving that intelligence innovation is key to securing the digital economy at scale.