

The importance of monitoring unstructured data: A game changer for your security

Many AML/KYC compliance teams are considering options for AI-based adverse media screening tools which help screen for bad actors with greater precision and efficiency than traditional offerings. While it's natural to focus on the amount of data a solution taps into, we feel **the better approach is to focus on data sources and types**. Not all AI solutions can tap into all types of data.

Data comes in two formats: structured or unstructured. More than 80% of the world's internet data is unstructured, yet most traditional core matching technologies only read structured data. Relying on traditional technology means you're only screening 20% of available data.



20% structured data

These data are found in curated databases, such as those regarding politically exposed persons, sanctions, and internal watch lists. So, they need to be manually updated.

Limited pool of data



Predefined fixed format, often from prepopulated lists



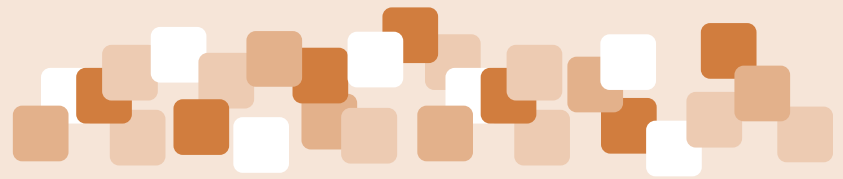
Easy to store and manage



Static, can be dated



Incomplete insights if sole data source



80% unstructured data

These active, real-time data take many forms, including government sources, court record aggregators, news, and social media, which are harder to search and use. These types may feel messy because they lack any predefined format—yet can provide a wealth of information.

Unstructured data have the potential to deliver **countless insights** to make more informed decisions

Abundance of data



Multitude of formats



Messy



Active, real-time



Efficiently surfaces more insights when using LLMs



Data questions to ask as you consider AI solutions

Does the solution rely on structured or unstructured data?

If unstructured data are used, what's the population size and scope?

Can unstructured and structured data sources be integrated together in a search?

KEY TAKE AWAY

AML/KYC risk management solutions that rely on structured data are missing out on the majority of the world's available data. However, solutions that also surface results from unstructured sources can help identify more potential criminals because they monitor real-time data.

Download the white paper ["Mitigating risk in the digital age."](#)

