



VERIFY

# Smarter, faster transaction approval for e-commerce

Introducing Pipl VERIFY – purpose-built for transaction and fraud reviewers to more quickly and accurately approve e-commerce transactions. We’ve worked closely with our Fortune 100 e-commerce clients to develop a visual tool that gives reviewers at-a-glance confirmation that critical identity elements are connected and access to in-depth information when it’s needed for investigation.

Our industry-leading index of nearly 4 billion online identities is uniquely capable of validating and displaying connections between people, billing and shipping addresses, phone numbers, email addresses, and more — giving reviewers a more accurate picture of the real person behind the transaction.

## Fight fraud *and* reduce customer insult

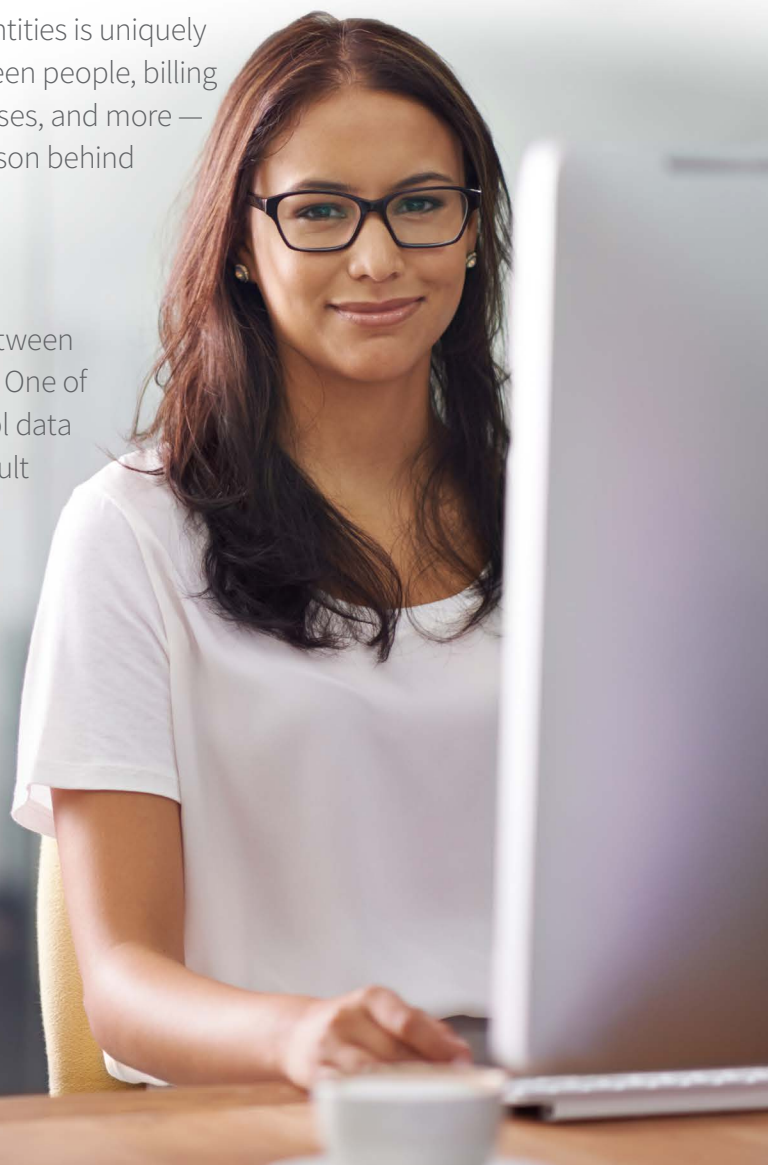
The fight against fraud doesn’t have to be a tradeoff between loss prevention and a frictionless customer experience. One of the world’s largest online merchants recently tested Pipl data and found that it drove a 57% decrease in customer insult AND a 17.9% decrease in losses related to fraud.

Faster decisions

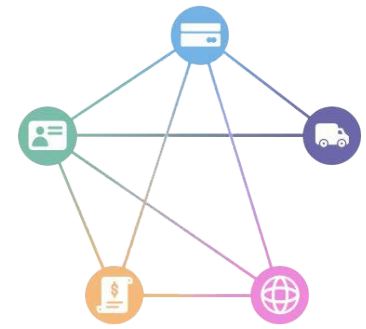
Fewer chargebacks

Less loss due to fraud

Happier customers



# Faster decisions, happier customers



**pipl VERIFY** Ben Kellogg - Good job! 12 solved cases today

**Account Details**  
Jonathan Graham  
+14508043260  
grahamj@icloud.com

**CC Name**  
Jonathan Graham

**IP Address**  
250.250.10.1

**Billing Details**  
Carol North  
+12063516788  
4812 N CORNISH RD, DUNN NC  
28334-1527, US

**Shipping Details**  
Jonathan Graham  
+14508043260  
611 E 3RD AVE TACOMA WA  
98406-3512, US

**Connection 1**  
32 miles  
4812 N CORNISH RD, DUNN NC 28334-1527, US  
and 611 E 3RD AVE TACOMA WA 98406-3512, US

**Distance: 12 miles**

**Timestamp**  
First Seen: 8 years ago (Oct 27, 2015) Mobile Directory  
Last Seen: 2 years ago (May 29, 2019) Mobile Directory

**Sources**  
Mobile Directory *FBI*

Transaction: **Jonathan Graham** ✓ Trusted ✗ Fraud New Verification

## Input

Flexible configuration options allow you to customize categories and fields to match your organization's unique processes and data models. Enter data manually or automatically via deep links.

## Connection Compass

A graphic representation of connections between transaction data points enables ultra-rapid decision making.

## Connection Graph

A detailed view of the connections between identity elements gives reviewers easy access to a deeper level of detail and a big-picture view of the person behind the transaction.

## Connection Lines

A quick visual reference showing the statistical confidence of the connections between identity elements.

## Connection Card

A time-saving pop-up display that puts detailed connection and source information at your fingertips.

## Data Card

Detect the telltale signs of fraudulent identities by pointing at any identity element to reveal first-seen/last-seen timestamps, source information, and more.

## Map View

See geographic relationships between addresses, locations, and phones to make quick intuitive judgments about a transaction.

## Decision Summary

Approve or deny a transaction and Pipl VERIFY will automatically summarize the signals that have contributed to the decision — ready for export or automatic import into your order management system.