



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

Account Details
Jonathan Graham
+14508043260
grahamjr@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
Ben Kellogg
Good job! 12 solved cases today

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

Connection Graph (Detailed View):
A complex network graph showing connections between multiple identity elements. Nodes include Jonathan Graham (multiple instances), Carol North, and various addresses (e.g., 4812 N CORNISH RD, DUNN NC 28334-1527, US; 611 E 3RD AVE TACOMA WA 98406-3512, US). Edges represent relationships like same city or same address.

Map View:
A map of the Western United States showing geographic relationships between shipping addresses. Labels include "Same City" for locations like Las Vegas and "Same Address" for specific addresses like 611 E 3RD AVE TACOMA WA 98406-3512, US.

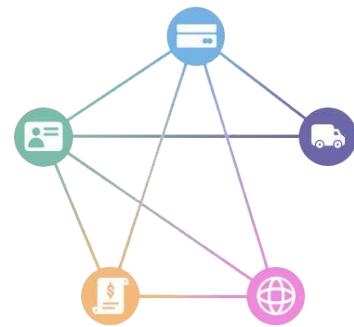
Data Card:
Detect the telltale signs of fraudulent identities by pointing at any identity element to reveal first-seen/last-seen timestamps, source information, and more.

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.

Transaction: Johnathan 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

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