

## Neustar® IP Reputation

Lower online fraud without breaking the bank.

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### ONE SOLUTION LETS YOU:

- Reduce ad-click fraud
- Improve verification
- Deliver a better customer experience
- Cut fraud-prevention costs
- Reduce online traffic fraud
- Improve customer verification
- Manage Network Traffic

Everyone knows that Internet fraud is rising rapidly. But if your business needs to monitor millions of daily transactions, sophisticated solutions can become costly. How can you fight fraud without paying too much or becoming overly conservative and rejecting good business?

Neustar IP Reputation is a cost-effective solution. It's offered on demand, requiring neither on-premise installation nor local resources. Leveraging our 10+ years of IP Intelligence experience, Neustar assesses the "reputation" of a user's IP address. It's a first line of defense, filtering risks and determining the need for further action early in the fraud-detection cycle.

### Use Neustar IP Reputation to prevent:

- Ad-click fraud — the practice of serving ads not to be viewed but to run up ad costs or overtake ad space.
- Transaction fraud — verify that financial transactions come from a legitimate IP address.
- Registration fraud — determine if the user registering for an account (or the lead generated) is legit.
- Manage network traffic — prevent bad traffic from doing malicious activities.

### Accurate IP data = Accurate fraud detection.

Neustar IP Reputation provides a clear risk score, showing the relative danger associated with an IP address, whether it's a known or anonymous source.

We compute scores by using Neustar IP Intelligence GeoPoint, source of the most accurate and reliable global IP data. Neustar's data sets are corroborated by 3.5 billion queries a day across 9 different markets like ecommerce, financial services, advertising, gaming and video streaming.

Along with exclusive intelligence from a diverse network, Neustar uses proprietary predictive analytics technology. It notes behavior patterns and builds profiles to evaluate risk, accurately and at scale.

**KEY FEATURES:**

- Simple scoring 1-5 determines relative risk
- Restful API easily integrated using any programming language or programmatic solution
- On-demand solution does not require on-premise installation or local resources

**Simple score, simple decisions**

Neustar IP Reputation uses a simple 5-point rating system to rank activities from low to high risk. Whether you're a merchant, digital service provider or authorization service, identify high-risk transactions early and make the call: allow a transaction to continue, ask for further verification or deny the request. You're in control.

**How to Implement and Use**

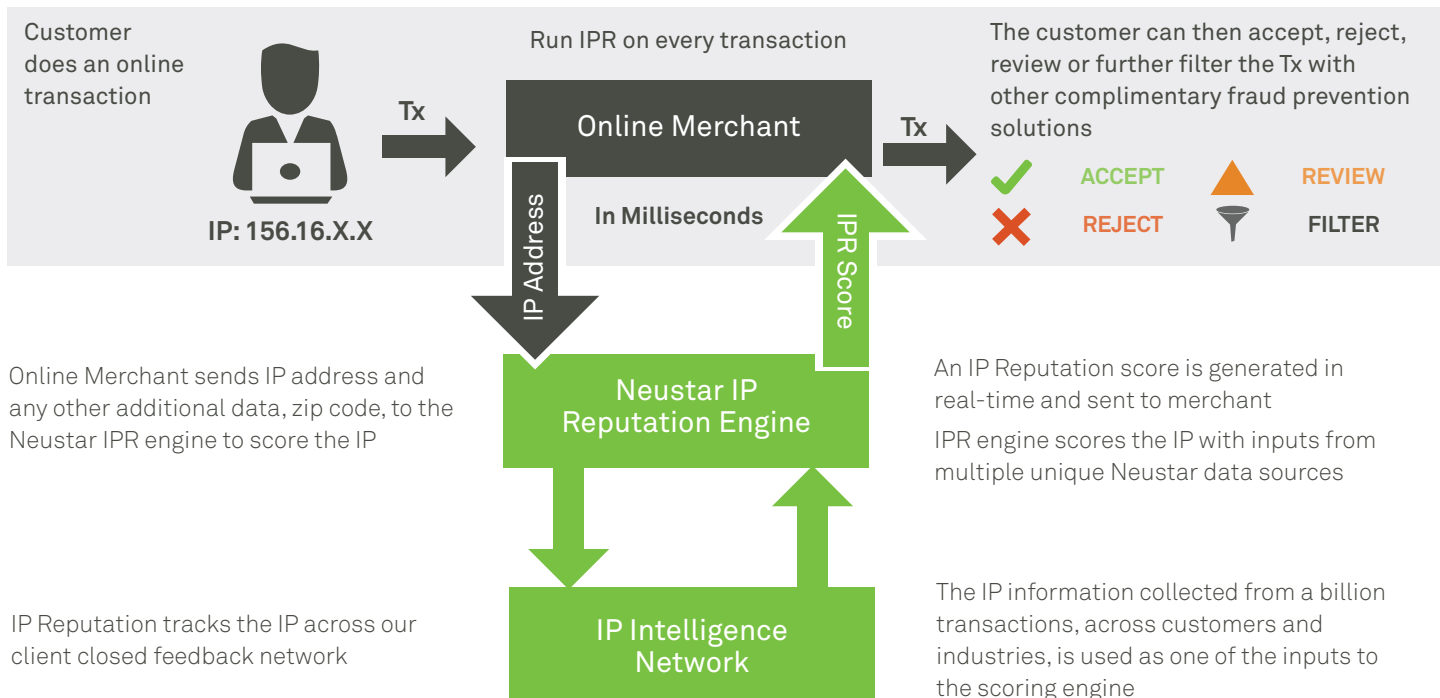
Neustar IP Reputation can (1) be accessed via a Restful API service call to our hosted web service or (2) can be made available as a data feed for integration into existing solutions database for retrieval by customized service requests.

**2 ways to request an IP score:**

**Basic:** Request an IP score that uses only the IP address. The Neustar IP Intelligence engine evaluates the address and returns the score in JSON or XML. You can also request a basic score derived from the IP address and user-declared location data.

**Advanced Score:** Extends the basic score to include analytics derived from modeling IP addresses, their risk and their activity across business segments (the 9 segments in the Neustar client network).

**IPR in Action for Transaction**



**Summary**

When applied as a first line of defense early in the transaction process, IP reputation is most cost effective way to identify fraudulent activity, evaluate if any further verification is required or deny a request to all online transactions.

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## For More Information

Online [www.neustar.biz](http://www.neustar.biz)

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## About Neustar

**Neustar, Inc., (NYSE: NSR)** is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, information services, financial services, retail, media and advertising sectors. Neustar applies its advanced, secure technologies in location, identification, and evaluation to help its customers promote and protect their businesses. More information is available at [www.neustar.biz](http://www.neustar.biz).

