

Identity Check Deep Links

Say goodbye to copy and paste. Complete a full 5-in-1 Identity Check query directly out of your platform with a single click.



Search Smarter

Automate your Identity Check searches and make your order review process even faster with Deep Links. Identity Check Deep Links easily integrate into existing and proprietary fraud platforms and eliminate the need to copy and paste a customer's name, address(es), phone(s), IP address, and email address into multiple search windows to verify an identity. With Deep Links, you can complete a full Identity Check query with a single search.

What are Deep Links?

In the context of the World Wide Web, deep linking consists of using a hyperlink that links to a specific, generally searchable or indexed, piece of web content (e.g. <http://example.com/path/page>), rather than the home page (e.g. <http://example.com/>).

Deep Links provide a simple and direct way for our customers to easily access Identity Check for Web results and any other Pro Web results by just clicking a link. Our Deep Links save time, are easy to implement, and reduce the need to fill out search forms.

Features



5 searches in 1

Instantly cross-checks addresses, email, phones, and IP geolocation with Identity Check.



Actionable interface

Access full search results from a single browser window.



One-click searching

Complete an Identity Check search with one click.

Business Benefits



Accelerate your process

Clear good orders faster with a single search.



Fight fraud

Research chargebacks and catch discrepancies with instant access to accurate data.



Save time

Decision quickly to focus on the most questionable orders.

Enable Deep Links in your Platform



Direct Partner Integrations

The Identity Check API and one-click searching are fully integrated with the platforms and solutions that you already rely on, including Accertify, CyberSource, Experian, and Kount.



Deep Link Builder

The Whitepages Pro Deep Link Builder is a free Chrome extension that works with any proprietary platform. The extension pulls data from the order review platform via our extension to a complete search query and associated results.



Platform Extensions

Even if you don't use one of our fully integrated partners, we maintain current integrations for the following fraud and eCommerce platforms: FraudNet, Magento, ReD, Signifyd, Subuno, and Volusion.



Build Your Own Deep Link

To create a deep link, your developers need to create a URL with the proper syntax. It needs to point to an individual's details from your CRM, fraud platform, or eCommerce back-end system.

To learn more and access how-to guides, visit pro.whitepages.com/identity-check-deep-links