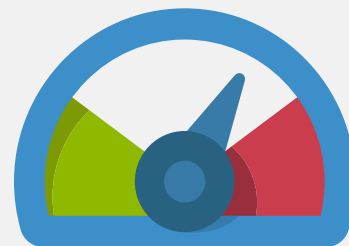


Identity Check Confidence Score



Get a comprehensive assessment of a transaction by leveraging the millions of transactional patterns across our network and the power of Identity Check's 70+ data signals in a single, actionable score.

Identity Check is our 5-in-1 global identity verification solution that returns up to seven match statuses and data details behind the five key consumer attributes of name, addresses, email, phone, and IP—in just one search query.



Name to email



Name to phone



Name to address



Phone to address

That's over 70+ data signals plus our network to confidently build risk models, write review rules, and improve transaction workflows. Our network sees signals across millions of transactions and multiple customers for a real time understanding of identity element velocities, transactional frequencies, and linkage histories.



Single number



Data science

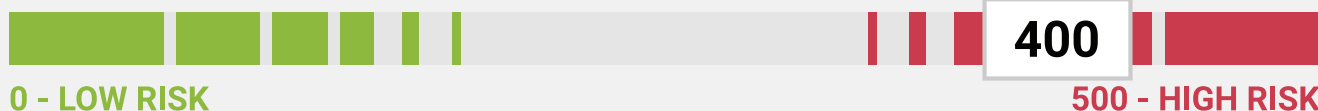


Our network



API or Web

We use machine learning and sophisticated data analysis to continuously test and optimize the Confidence Score, so that you can grow revenue while not worrying about fraud losses and operational costs.



The Confidence Score ranges from 0-500 and leverages millions of transactional patterns across our network and the 5B global links connecting names, phones, addresses, email, and IP in our Identity Graph—so companies can easily and quickly identify the good transactions from the fraudulent ones.

For more information, visit pro.whitepages.com or give us a call at 1-877-767-8052