

Whitepages Pro

About

Whitepages Pro is an international identity data company that provides businesses with global identity verification solutions via enterprise-scale APIs and web tools to help companies identify legitimate customers, prevent fraudulent transactions, and smooth new customer creation.

The Data

Whitepages, Inc.'s foundation is data at massive scale. As a leader in identity data, Whitepages developed a proprietary fully-integrated, high-availability Identity Graph database that houses more than 5 billion global identity records. These records have been curated and corroborated from hundreds of different sources to deliver unparalleled coverage, accuracy, and performance in identity verification.

Identity Check

Whitepages Pro delivers up-to-date identity data to businesses of all kinds and provides powerful analytics and tools to help maximize the power of that information. The most widely-adopted API and web-based service, Identity Check, is a 5-in-1 identity search that verifies that a customer's name, addresses, phone numbers, email, and IP match from an order or transaction. Identity Check can also field two different physical addresses (i.e. separate billing and shipping information) with a single query and is great for reducing application and transaction review by automating identity verification for risk assessment.

International Data

Identity Check returns data for over 160 different countries worldwide. In the United States and Canada, the focus is matching data elements to a consumer identity. Whitepages Pro has industry leading identity coverage for phones, emails, and addresses in the United States and Canada. Outside of these countries, the focus is on providing a broad and consistent response in almost every country worldwide. Whitepages Pro validates phone numbers and addresses in addition to returning rich intelligence on the email and IP address queried. The global offering is primarily used to push risky profiles into a review queue by looking at strong risk signals like invalid phone numbers and addresses.

Partner Integrations

Companies can access Whitepages Pro data directly through industry-leading fraud, communication, lead generation, and application management platforms and solutions. For more information, visit <http://pro.whitepages.com/solutions/partners>.

Data Evaluation

To demonstrate what rules may work for a business, Whitepages Pro offers free offline batch tests. During the analysis, Pro engineers identify review rules that can be made more efficient and suggest new accept rules. This engagement provides a great starting point for a production implementation and demonstrates the ROI achieved by leveraging Whitepages Pro data in a decisioning ruleset.

Data specifics

North American Data



Inputs

Primary information

Name
Address
Phone

Secondary information

Name
Address
Phone

Email

IP Address



Outputs

Phone

Phone-to-Name Match
Phone-to-Address Match
Line Type
Carrier
Country Code
Is Valid
Is Connected
Is Prepaid
Is Commercial
Subscriber Age Range

Address

Address-to-Name Match
Address Type
Warnings
Diagnostics
Is Valid
Is Active
Is Commercial
Is Forwarder
Resident Age Range

Email

Email-to-Name Match
Warnings
Diagnostics
First Seen Date
Domain Creation Date
Is Valid
Is Auto-Generated
Is Disposable
Owner Age Range

IP Address

Distance to Address
Distance to Phone Location
Geolocation
Connection Type
Warnings
Is Valid
Is Proxy

International Data



Inputs

Primary information

Name
Address
Phone

Secondary information

Name
Address
Phone

Email

IP Address



Outputs

Phone

Phone-to-Address Match
Line Type
Carrier
Country Code
Is Valid

Address

Warnings
Diagnostics
Is Valid

Email

Email-to-Name Match
Warnings
Diagnostics
First Seen Date
Domain Creation Date
Is Valid
Is Auto-Generated
Is Disposable

IP Address

Distance to Address
Distance to Phone Location
Geolocation
Connection Type
Warnings
Is Valid
Is Proxy