Technology

- Searchable global index of open-source, publicly available identity information
- Proprietary identity resolution technology, connecting online and offline data
- Combines millions of sources, allowing queries with any parameter: name, email, phone, social media handle, and more
- Two platforms for access: Pipl SEARCH & our API feed

Input & Output

Request

Configuration parameters

Settings parameters

Search requirements for pay per match/filter

Input data

Basic search parameters

Advanced search parameters

Follow up/expand with **search pointer** (bookmark)

Response

Header: query, summary and source & person counts

Response types

Person Possible persons No match

Data model

Fields: names, addresses, emails, phones, usernames, user-ids, urls, dob, images, jobs, educations, gender, language, origin, country, relationships

@Metadata: types, timestamps, inferred

Sources + Tags

Online/Offline Matching/Related

US Government Use Cases

- Investigations
- Contact enrichment
- Identity verification

Price/Business Model

Pipl SEARCH

- List price: per user, per month
- We offer custom, fixed flat rates for federal government and enterprise accounts

API

- List price: per match
- We offer prepay keys based on fixed rate by call/query after pre-testing

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What is Pipl trying to do?

Pipl's mission is to provide easy access to true identity information. We help customers find the person behind the online identity with a search engine that combines online, real-time data with offline data, returning highly-corroborated, open-source, publicly-available social media, contact, demographic and career information.

How is it done today, and what are the limits of current practice? Who is the competition?

Pipl offers two access options: The Pipl SEARCH SaaS interface and our API. Competitors include Skopenow and Verint Omnix.

What is new in your approach and why do you think it will be successful?

Unlike other public records providers, Pipl fills a gap in the market to provide unrivaled access to social media, email, and mobile-phone data, with unmatched global reach.

Who cares? If you are successful, what difference will it make?

We provide information that's otherwise unavailable or not accurate: social media data, email addresses, landline and mobile phone numbers, and associates, with a global presence. We can save investigators and analysts countless hours of collecting and corroborating online identity information.

What are the risks?

Using Pipl is risk-free. Our data has been ethically and legally sourced from open-source public records and carefully vetted proprietary sources. Our Identity Resolution Engine corroborates and connects information using a proprietary algorithm.

How much will it cost?

Pricing for SEARCH is based on the number of subscribers. API pricing is based on the query/match volume.

How long will it take?

Pipl solutions are immediately deployable. Pipl SEARCH is ready with a password and log in. Pipl API can be deployed quickly with supplied code examples for popular languages and may require development for on-screen display.

What are the mid-term and final "exams" to check for success?

For Pipl SEARCH, we suggest a brief 30-60 minute training session to become familiar with the data and UI. After that, regular customer meetings/check-ins with usage reports are available. For Pipl API, we will work with you to test and evaluate with clear success criteria for smooth deployment and onboarding. We also provide monthly reporting and regular customer meetings/check-ins.

ABOUT PIPL

Pipl is the world's leading provider of online identity information. Our Pipl SEARCH and Pipl API products are reducing customer friction, case resolution times, and the risks associated with fraud. We serve fraud and investigation professionals in insurance, e-commerce, financial services, legal, government, and law enforcement.

Pipl's unmatched global coverage includes more than 3 billion identities cross-referenced from more than 25 billion individual records to create the leading online identity index.