pipl®

Pipl Trust Insights

Approve More Transactions With Greater Confidence and Speed

Pipl Trust Insights is an innovative manual review tool used by fraud analysts to quickly and accurately determine trusted transactions. Powered by Pipl Trust Signals, Pipl Trust Insights makes deep connections among disparate identifiers ethically sourced from more than 300 online and offline data sources around the world to derive identity trust.

Verify Identities

Reduce Manual Review Times

Identify Billing and Shipping Discrepancies

Detect Synthetic Identities

Benefits

Save Valuable Time

Manual reviews are time consuming. Improve efficiency by enabling analysts to recognize trusted transactions.

Improve Chargeback Rates

Prevent chargebacks from occurring. Identify deep connections to combat fraud and avoid unnecessary costs.

Approve More Good Orders

Maximize revenue while protecting your business. Utilize key insights to ensure high confidence in manual decisions.
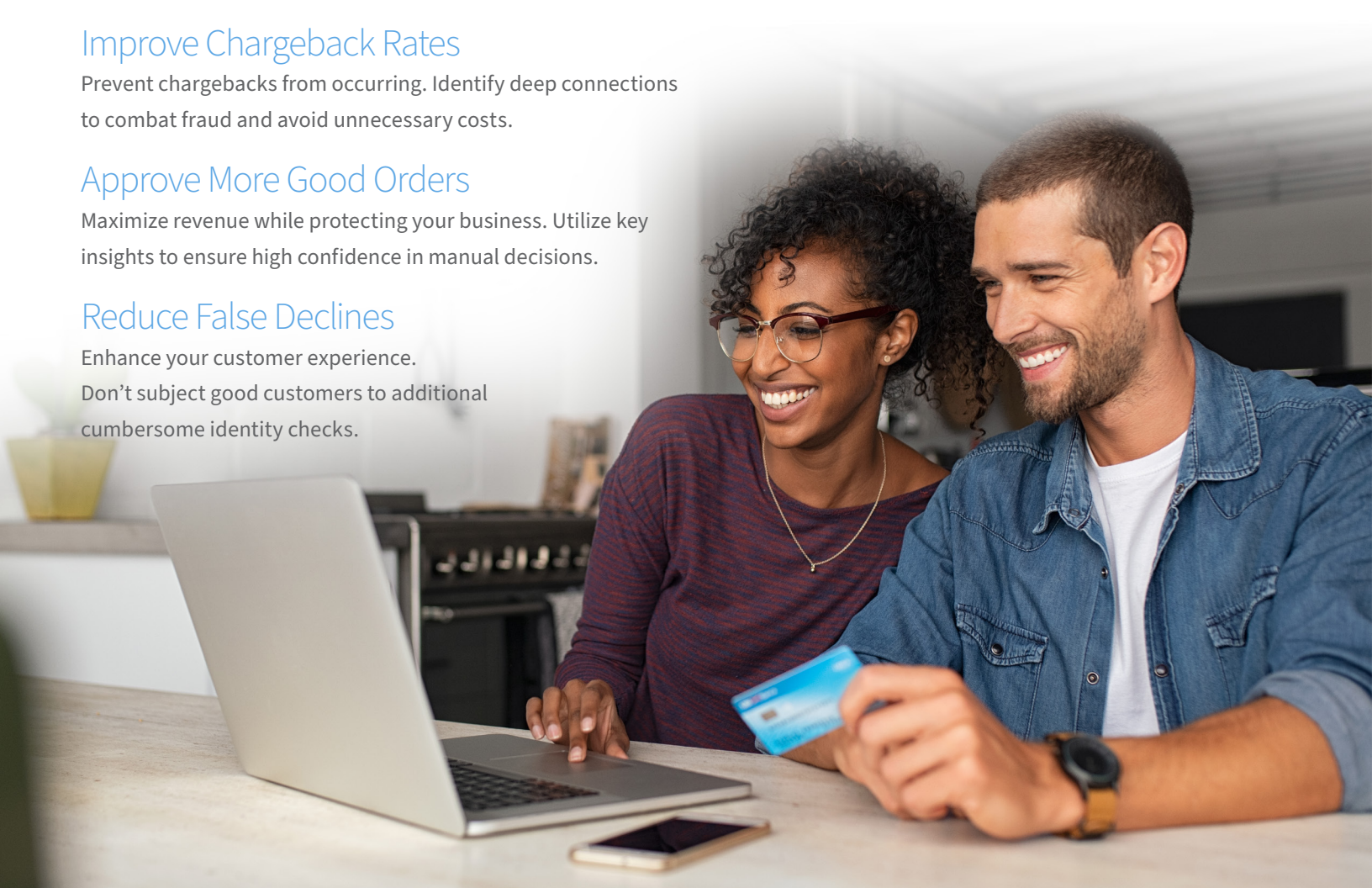
Reduce False Declines

Enhance your customer experience. Don't subject good customers to additional cumbersome identity checks.

Pipl Trust Insights Example

One View With All the Relevant Data and Connections

The Pipl Trust Insights UI exposes all relevant information for a transaction in an intuitive, interactive visualization. Analysts can easily see connections among data points and quickly determine trustworthiness and dive deeper for more information when needed.

Look for Trust

Pipl Trust Insights optimizes your manual review process by identifying trustworthy identities and how they're connected to specific locations, emails, people and businesses. Analysts can quickly confirm the legitimacy of transactions featuring multiple identities whose connections would not otherwise be obvious. Your entire team is more efficient and can approve more transactions faster.

Features

1. Connection Graph: visual representation of data point connections
2. Data Point: each data point of the query
3. Trust Signals: positive and negative trust indicators for data points
4. Data Point Card: drill down into specific information, Trust Signals and related profiles
5. Connection Strength: darker lines indicate more confidence
6. Connection Card: drill down into the connection's information
7. Connection Score: ratings by trust confidence score
8. Compass: simplified visual of connectivity among groups
9. Sidebar: editable data from the query
10. Proximity Map: view address markers related to query data
11. Approve/Decline: final decisioning with summary of evidence

ABOUT PIPL

Pipl is the identity trust company. We make sure no one pretends to be you. We use multivariate linking to establish deep connections among more than 100 billion disparate identifiers—email, mobile phone and social media data that spans the globe—and then look at the big picture to derive identity trust. Our solutions allow organizations to provide frictionless customer experiences and approve more transactions with greater confidence and speed. **Learn more at pipl.com.**