pipl®

Pipl Trust Solution

Accelerate Trust and Reduce Friction Across the Customer Journey

What We Do:
Automate and Drive Confidence in Trust Decisioning

Pipl Trust enables companies to drive efficiency by automating identity trust decisioning at every digital interaction. We help ensure your consumers are trusted, so you can keep your platform safe without any user friction. You also get more control to stop abuse and sophisticated fraud attacks in your own way.

Purpose-driven solutions for complex actions like Signup and Subscribe deliver greater insight into trustworthy behavior across the entire consumer journey.

How We Do It:
Identity Is at the Core of Trust

Our trust signals establish deep connections among more than 5 billion trusted identities around the world. With that data, we can provide comprehensive identity intelligence that supports automated decisioning to establish trust and defend against fraud.

Why It Matters to You

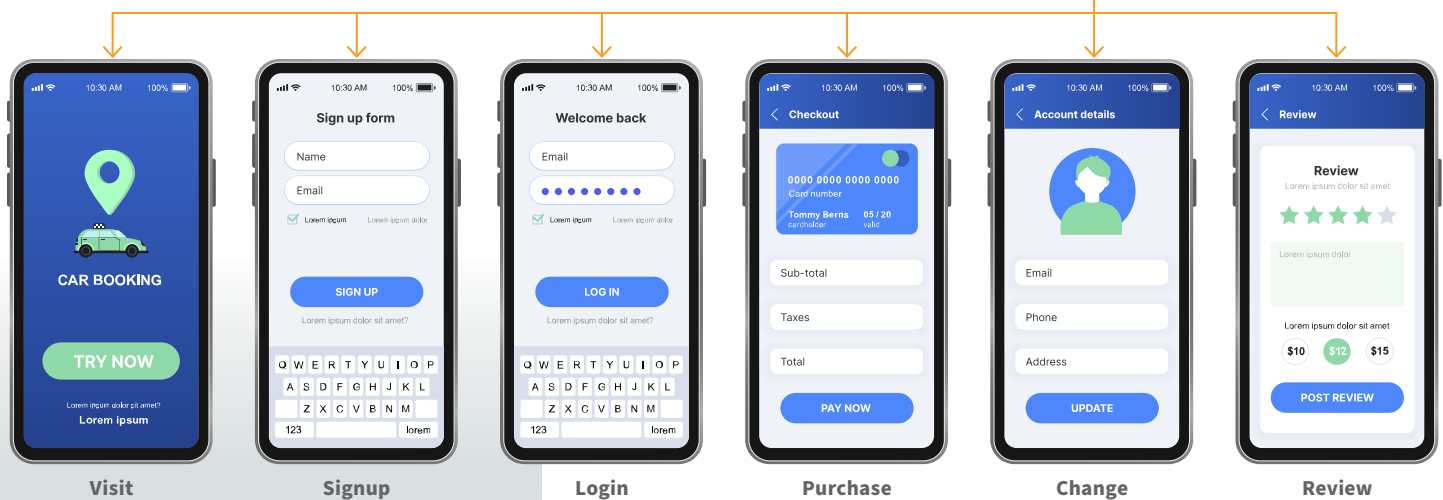Acquire more good users and customers

Enhance the customer experience

Improve ROI of trust and safety initiatives with an affordable solution

Accelerate manual review productivity

Pipl Trust Solution in Action

Quickly add an invisible, frictionless trust evaluation to every web page or app screen with a snippet of code. Keep consumers happy with the seamless experiences they demand such as signing up for accounts, posting reviews, subscribing to services and more.

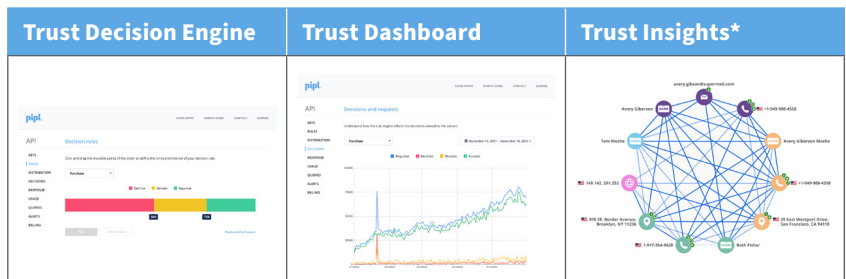| Visit	Signup	Login	Purchase	Change	Review

Comprehensive and Dynamic Data Set

Pipl's data set includes more than 5 billion trusted identity profiles, 28 billion unique identifiers, 1.7 billion new social profiles added in 2021 and a broad, deep set of mobile phone data. We regularly collect, corroborate and connect online identifiers ethically sourced from hundreds of online and offline sources around the world. Our data provides an accurate, comprehensive picture of the identity behind a transaction for more confident trust decisioning.

✔ 5+ billion trusted identities

✔ 28+ billion unique identifiers

✔ 330+ billion trust signals

Key Features

• Automatically scores data points that make up trusted interactions

• Scoring categorized into intuitive ranges of trust

• Identifies when interactions should be trusted, rejected or sent to manual review

• Purpose-built solutions for digital interactions along the customer journey

• Predictive Trust Signals to enhance custom models

• Decision Engine to fine-tune decision thresholds and easily optimize customer experience

• Powerful Insights tool for manual review teams to find deep connections between identifiers

• Intuitive Dashboard for reporting and analysis

Trust Decision Engine	Trust Dashboard	Trust Insights*

*Available as an add-on

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.**

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