
Neustar Launches IP Reputation Solution as the First Line of Defense for Online Fraud Prevention

Oct 1, 2014

New IP Threat Intelligence Offering Efficiently Provides Clear Fraud Risk Scores Early in the Fraud-Detection Cycle

Sterling, VA — October 1, 2014: [Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced the availability of IP Reputation (IPR), a new solution for customers to reduce and prevent online fraud that collectively costs organizations billions of dollars each year. This solution offers authoritative risk assessment across various aspects of fraud including online transaction, registration, ad-click and bad traffic from malicious activities. It serves as a first line of defense for businesses to differentiate real end-user traffic from nonhuman traffic to monitor and mitigate fraudulent activity at the beginning stages of the fraud risk assessment process in a cost effective manner.

Online fraud is a growing concern to businesses worldwide, and is complicated by the prevalence of unauthenticated users on the web. To protect brands from malicious actors, the Neustar IP Reputation solution produces both a Real User Score and a Risk Score. The Real User Score assigns Internet Protocol addresses into one of five risk categories using Neustar's IP Intelligence datasets and predictive analytics technology to distinguish human from nonhuman elements and evaluate the relative risk associated with an IP address. The Risk Score extends the Real User Score to include advanced risk analytics derived from modeling usage of IP addresses and fraudulent activity from other IP threat intelligence sources.

Both scores are built on the foundation of the Neustar IP Intelligence GeoPoint data source for accurate and reliable global IP data, which is combined with other risk signals to provide IP based risk assessments. IPR notes IP address usage patterns and builds risk evaluation profiles. Neustar's advanced datasets are corroborated by 3.5 billion queries a day across nine different market segments including ecommerce, financial services, advertising, gaming and video streaming.

"It is important that companies use the most advanced technology to fight fraud and protect their consumers and their business, so we are pleased to deliver this solution to the market," said Rupert Young, General Manager of Product for Identification and Verification Solutions, Neustar. "As fraudulent tactics become more sophisticated daily, platforms require multiple forms of advanced intelligence to mitigate risk. Neustar's IP Reputation solution

can cost effectively identify suspicious activity to help companies determine whether additional verification is required, deny a request or invalidate a click for all online transactions based on workflow rules.”

IP Reputation is an actionable risk intelligence offering within the Neustar IP Solutions suite that provides accurate and reliable IP data by blending technologies, processes and people to deliver trusted data for promoting and protecting businesses by:

- localizing web content
- analyzing web traffic
- targeting online advertising
- controlling use of digital media
- preventing fraud
- ensuring regulatory compliance

About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at www.neustar.biz.