Neustar Unveils Next Evolution in IP Intelligence with Custom GeoPoint, the First IP Aware Big Data Platform

Aug 5, 2015

Custom GeoPoint Offers Improved Coverage and Accuracy for Users Needing IP Geolocation

Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced the release of Custom GeoPoint, an enhanced, big data IP geolocation solution that provides customers with expanded coverage and improved accuracy when geo-locating an IP address.

With Custom GeoPoint, users can customize the geolocation data for coverage, accuracy or consistency. Custom GeoPoint also allows users to input their own traffic or transactional data to further refine IP location data using Neustar's proprietary technology and processes. Custom GeoPoint is perfectly suited for businesses that want highly accurate IP location data for fraud and security use cases, or for companies seeking enhanced identification of IP's within a given area.

Unlike other IP geolocation technologies that rely on registry data, network technologies and contextual intelligence to produce IP locations, Neustar's Custom GeoPoint draws upon several different data sources and hundreds of millions of data points. As a result, Neustar provides customers with consistent, accurate and verified global IP Intelligence. This new IP aware big data platform provides insights for every request - independent of the device or connection.

Much like Neustar's GeoPoint and GeoPoint Premium IP data editions, Custom GeoPoint provides 30-plus data attributes for every IP address.

Additional Custom GeoPoint Benefits Include:

· Choice of custom and standard filters to produce IP location feeds customized to customers needs for better coverage, accuracy, consistency or custom location feeds

· Increased postal code coverage in US and Europe, geo-locating IPs to 95% of the active postal codes in the United States

· U.S. and U.K. Postal Code Confidence Factor that now allows for enhanced accuracy down to the postal code

· Advanced location and IP data filtering by combining customers IP location data with Neustar's IP location data

· Daily File available including updates to location and proxy/vpn fields

"With Custom GeoPoint, we're letting the users decide the type of location data they want, and it's based on their needs," said Rupert Young, general manager of product for identification and verification solutions at Neustar. "From the organization that needs specific details about an IP's origin, to the marketers, advertisers and publishers who want to offer hyper-localized deals, Custom GeoPoint is the next step in the evolution of IP Geolocation data," Young added.

For more information about Neustar's Custom GeoPoint IP solution, visit Neustar IP Intelligence and Geolocation.

About Neustar Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services, 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.