



SOLUTION SHEET

IP Geolocation

OVERVIEW

TruValidate[®] IP Intelligence, which includes IP Geolocation and IP Reputation, is the authoritative source of IP decision data on 99.99%* of routable IP addresses worldwide. Powered by proprietary algorithms and a global data collection network, every decision – whether to deliver digital media, block site access or flag a high-risk address – is grounded in IP geolocation, ownership and routing data you can act on with confidence.

PRODUCT FEATURES

Superior IP decisioning data

For each IP address, we collect and maintain more than 40 attributes – including continent, country, province/state, city, postal code, latitude/longitude, phone prefix/area code, time zone, anonymiser/proxy and hosting facility. With insight into both IPv4 and IPv6** addresses, you can make decisions on location and connection type simultaneously.

IP Geolocation data packages

Our IP Geolocation data packages make it easy to choose the foundational location decision data you need – with a clear path to add insight as your requirements grow. TransUnion[®] IP Geolocation data supports threat intelligence, cybersecurity, content distribution, fraud prevention, geo-fencing and customer experience applications.

Location packages

Select one of two data packages.

Location Basics

Provides county-level decision data, plus a distinctive ‘confidence factor’ – a value from 0–99 reflecting the likelihood the user is in the identified country. The higher the value, the greater the certainty.

Details packages

Select one or both.

Proxy Details

Knowing how a device is accessing your website or corporate resources – and whether it’s using a risky connection – is critical. If it’s connecting via an anonymous proxy, you may want to flag the address or block access outright. The Proxy Details package provides the connection data needed to make that determination, including hosting facility, anonymiser and proxy details (type, level, proxy last detected), as well as IP routing type.

Location Advanced

Includes all Location Basics fields, plus region, postal code (each with confidence factors), latitude/longitude, time zone, connection type, line speed, routing type, and DMA and MSA data.

Organisation Details

The Organisation Details package lets you parse incoming IP traffic by location and domain – helping you target messages and offers to the right customers or restricting access by entity type to protect sensitive data and proprietary resources.

Location packages (select one)

IP Geolocation data packages

Location Basics
Continent
Country
Country Code
Country Confidence Factor

Location Advanced	
Continent	Postal Code
Country	Postal Code Confidence Factor
Country Code	Location Radius Consistency Factor
Country Confidence Factor	Latitude, Longitude
Region	Time Zone, Area Code
State Code	Geonames ID
State Confidence Factor	Connection Type
City	Line Speed
City Confidence Factor	IP Routing Type

Details packages (select one or both)

Proxy Details
Anonymizer Status
Proxy Last Detected
Proxy Type
Proxy Level
Hosting Facility
IP Routing Type

Organization Details	
Autonomous System Number (ASN)	Carrier
Second Level Domain (SLD)	Home Indicator
Top Level Domain (TLD)	Organization Type
Registering Organization	NAICS/ISIC Code

Custom Geolocation

TruValidate Custom Geolocation goes beyond standard IP geolocation to deliver custom, feed-based intelligence tailored to your specific needs. Use cases include:

- Identifying IP addresses most likely associated with a client household for over-the-top (OTT) content protection
- Detecting patterns of internet usage that indicate fraud
- Combining TransUnion IP data with OneID data to help prevent registration fraud and account takeover (ATO)

Delivery options

IP Geolocation data is delivered three ways:

1. **TransUnion cloud-based solution**
2. **On-premise server hosted at your facility**
3. **Data file download**

Both on-premise and TransUnion-hosted solutions feature a RESTful API, with daily or weekly updates.



What sets TransUnion IP Geolocation apart

Proprietary global data collection network

Where others rely on registry scraping alone, we collect IP data across five continents — incorporating trusted partner data from mobile networks with around-the-clock updates. The result is TransUnion IP decision data that stays current.

Advanced refinement and processing

Our patented technologies support robust data collection and mapping across every routable IP address worldwide. By augmenting geolocation data with insights from partners and customers, we produce granular, city-level data down to postal code — giving you the ruleset flexibility to make precise routing and access decisions.

Verified by a team of network geography analysts

Automation alone can't map the internet. Our team of network intelligence analysts decodes patterns and matches corresponding data — adding human insights technology can't replicate.

Trusted processes

Our closed-loop, continuous feedback methodology means customer observations about IP address changes feed directly back into our database — keeping coverage deep and current.

Valuable insights

We provide IP insights across more than 40 attributes — city, state or country of origin, proxy routing status, and risk and reputation — giving you the information to determine whether an IP is a potential threat. IPv6** allocated addresses are covered alongside IPv4.



*IPv4 routable IP addresses

**Not all fields available for IPv6 addresses

For more on how TruValidate IP Geolocation can help inform your threat intelligence, fraud prevention and customer experience strategies, please contact your TransUnion representative.

