



FRAUD PREVENTION

IP Intelligence

OVERVIEW

TruValidate™ IP Intelligence – comprising IP Geolocation and IP Reputation – is the authoritative source of IP decision data on 99.99%* of routable IP addresses worldwide. Powered by a proprietary global data collection network, patented algorithms and a team of IP intelligence specialists, it gives you the geolocation, ownership, routing and reputation data to make confident IP decisions.

Superior IP decision data

IP Geolocation

For each IP address, we collect and maintain more than 40 attributes – continent, country, province/state, city, postal code, latitude/longitude, phone prefix/area code and time zone.

Beyond location, TruValidate IP Geolocation captures network metadata: connection type (DSL, cable),

connection speed, IP routing type (proxy, mobile gateway), hosting facility data, Autonomous System Number (ASN), carrier name, registering organisation, domain information and NAICS/IDIC codes (if available). It also identifies whether an address is associated with an anonymiser or proxy – flagging it for further investigation – and assigns a Confidence Factor to four key geographic fields (country, province/state, city and postal code) for greater ruleset precision.

IP Reputation

When fraudsters hide locations using stolen credentials, or malicious actors deploy botnets and zombies to run distributed denial-of-service (DDoS) attacks, steal data or send spam, IP Reputation gives businesses a critical first line of insight by distinguishing real user traffic from non-human traffic.

IP Reputation delivers two scores that offer deep insight into the risk associated with a specific IP address:

1. Real User Score — a score between one and five.

The higher the number, the more likely the traffic is non-human.

2. Risk Score — a score between 1 and 100.

The higher the number, the more likely the IP address has been associated with risky activity.

IP Reputation gives you a clear view of the risk associated with an IP address — and whether it originates from a known or anonymous source — so you can identify and block risky actors across your online network infrastructure. If you're using IP Geolocation data to target streaming media delivery, IP Reputation helps ensure premium content reaches paying subscribers while blocking non-human or risky connections attempting to pirate your content.

How Our Customers Use IP Intelligence

IP Intelligence delivers geolocation and risk insight across a broad range of IP decision needs. Examples include:



Deliver OTT content and streaming media

Pinpoint the location of an IP address to target streaming media delivery to subscribers while enforcing content and licensing restrictions.



Restrict access to websites and assets

Stay compliant with regulatory, gaming and gambling mandates through geo-fencing — blocking access from IP addresses in high-risk or prohibited regions.



Identify and mitigate security threats

IP geolocation and risk data helps cybersecurity and threat intelligence teams assess potential threats to network infrastructure and corporate assets.



Help prevent fraud

Know where an IP is located and how it's connecting — recognising good customers in real time while blocking access from risky or unknown addresses.



Enhance customer experiences

Recognise returning customers and reduce the need for high-friction identity verification or secondary authentication processes.



Deliver targeted offers

Use IP Geolocation data to target and deliver offers customised by educational institution or organisation type.

The Proprietary Science Behind IP Intelligence



Proprietary global data collection network

Where others rely on registry scraping alone, we collect IP data from numerous countries across five continents and incorporate trusted partner data from countries with mobile networks. Updates to our data are made around the clock. The result is TransUnion IP decision data that stays current.



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

Across more than 40 attributes — from city, province/state and country of origin to proxy routing status, risk and reputation — IP Intelligence gives you the information to determine whether an IP presents unacceptable risk. IPv6** allocated addresses are covered alongside IPv4.



Advanced refinement and processing

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



Verified by a team of IP intelligence specialists

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



*IPv4 routable IP addresses
**Not all fields available for IPv6 addresses

For more information about how IP Intelligence can support your fraud prevention and threat intelligence strategies, contact your TransUnion representative.

