iovation®

Real IP | SEE WHERE USERS WITH PROXIES REALLY ARE.

Peer Through Proxies.

When working to prevent cyber crime and on-line abuse, identifying a user's IP address and location is key. Location details help you pinpoint computers generating risky or suspicious activity on your site.

The problem is that it's simple for users to mask their genuine IP address, and easy for the bad guys to hide their true locations. That's why iovation offers Real IP, which bypasses proxy IP addresses and goes directly to the source—the physical device—to learn the true IP and geolocation.

iovation's Real IP feature adds a new dimension to our existing real-time risk management solution.

Real IP: Fast, Accurate, Easy

Our Real IP technology bypasses proxy IP addresses to discover the true location of a user's computer.

- **Works in real time.** Real IP verification happens in milliseconds, at common customer touch points like login or purchase. Using established parameters, your site can immediately block or flag unwelcome users and suspicious activity.

- **Easy to configure.** Set the usage parameters and rules that are important to your business. For example, deny or flag transactions for review based on the proxy used. Or base your business rules on the Real IP geolocation, to control use from locations on a watch list or block list.

- **Provides actionable data.** Log in to the iovation portal anytime to see IP and geolocation details. Additional reporting gives you detailed summaries of problem accounts and computers.

- **No impact on end-users.** Real IP works behind the scenes. It won't slow down your site or ask additional information of your customers.

- **Saves time and money.** Real IP does the heavy-duty detective work for you, identifying suspect PCs in seconds. Your team will spend less time tracking and blocking online abuse.

Real IP is included in iovation's ReputationManager 360 service at no additional cost. ReputationManager 360 exposes the behaviors and reputations—both good and bad—of every device that interacts with your website.

KEY BENEFITS

- Blocks users from unsupported or high-risk areas of the world
- Works in real time
- No impact to your customers
- Saves time and money
- Stops more fraud

AT A GLANCE

Real IP tells you where the visitor to your site is coming from. Geolocation data includes country, the stated and 'real' IP address, latitude and longitude.

For more information, or to start using Real IP, contact iovation at info@iovation.com or call 503-224-6010