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Get the Real Story on News-making People and Events

The Real Challenge—What Is and What Isn't?

With social media channels, smartphone cameras, and an endless appetite for exposure, news-making people and events are everywhere. For media pros, this is good news—but it's also challenging. Contact information is hard to find quickly. Context is everything, but traditional data sources can only deliver information that the person of interest provided. People's online personas can be very different than their real ones. Fake news is rampant. And gaining access quickly to information from beyond regional or U.S. borders is nearly impossible. To be first with a news story, print piece, or magazine feature—you need fast access to information about people and their connections.

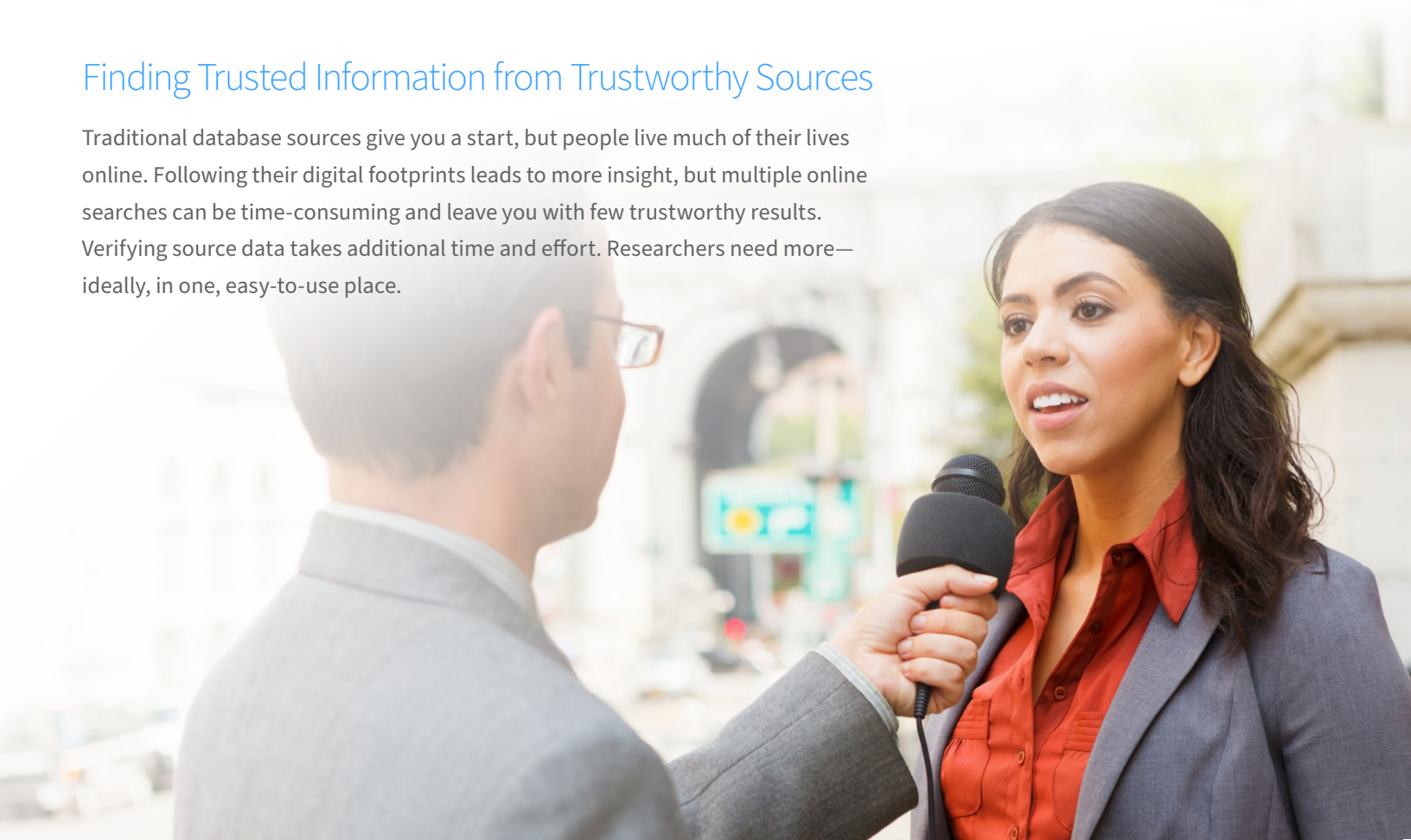## Finding Trusted Information from Trustworthy Sources

Traditional database sources give you a start, but people live much of their lives online. Following their digital footprints leads to more insight, but multiple online searches can be time-consuming and leave you with few trustworthy results. Verifying source data takes additional time and effort. Researchers need more—ideally, in one, easy-to-use place.

See Comprehensive Contact Information in One Place

Connect a Person to Their Social Presence—and More

Fight Fake News with Source Transparency

Gain Value Quickly

Pipl in Media

That place is Pipl—the world's leading provider of online identities. Pipl's index contains over 3 billion online identities from public, open sources spanning more than 150 countries. As a powerful advanced search engine, Pipl connects people to their digital footprints. At a glance, you can see the person's demographic data, together with all known email addresses, phone numbers, social media usernames, associated locations, careers, and much more.

Click on a social media icon and go directly to the person's page. If the page is public, you can learn much about the person in just a few minutes. Click on Map View and instantly see locations associated with the person. Pipl enables you to drill down into even more underlying detail associated with each data point.

See Comprehensive Contact Information in One Place

Search with just one known parameter or several. In seconds, a single-person match delivers a rich online identity profile with high confidence in its accuracy. Social media usernames, mobile phone numbers, email addresses, web profiles, and other online identity elements are consolidated in one place. Identify critical data points in seconds and view a history—not just a snapshot—of a person of interest. Uncover information that individuals don't self-report to credit bureaus and other official sources.

Connect a Person to Their Social Presence—and More

Go directly to the contact's social sites to find posts, photos, recent activities, and personal associates. Make critical connections between people and their associates over time. Pipl gives you a big-picture view of the person and connections you're researching with fast access to deeper levels of detail.

Fight Fake News with Source Transparency

Having a trusted data source is almost as important as the story information itself. Pipl provides the original data sources for each identity element. Each source is displayed on a data card, with first-seen/last-seen timestamps for reporting transparency.

Gain Value Quickly

A Pipl search can uncover important information, even when the user has taken pains to keep it anonymous. Our global data reach can expose new clues and insights that other tools can't—enabling you to potentially uncover new angles and find new clues. And because Pipl has indexed data for years, it's possible to find data that has been scrubbed from current accounts.

ABOUT PIPL

Our clients include leading media outlets, as well as professional investigators across industries. **Learn more here.**

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